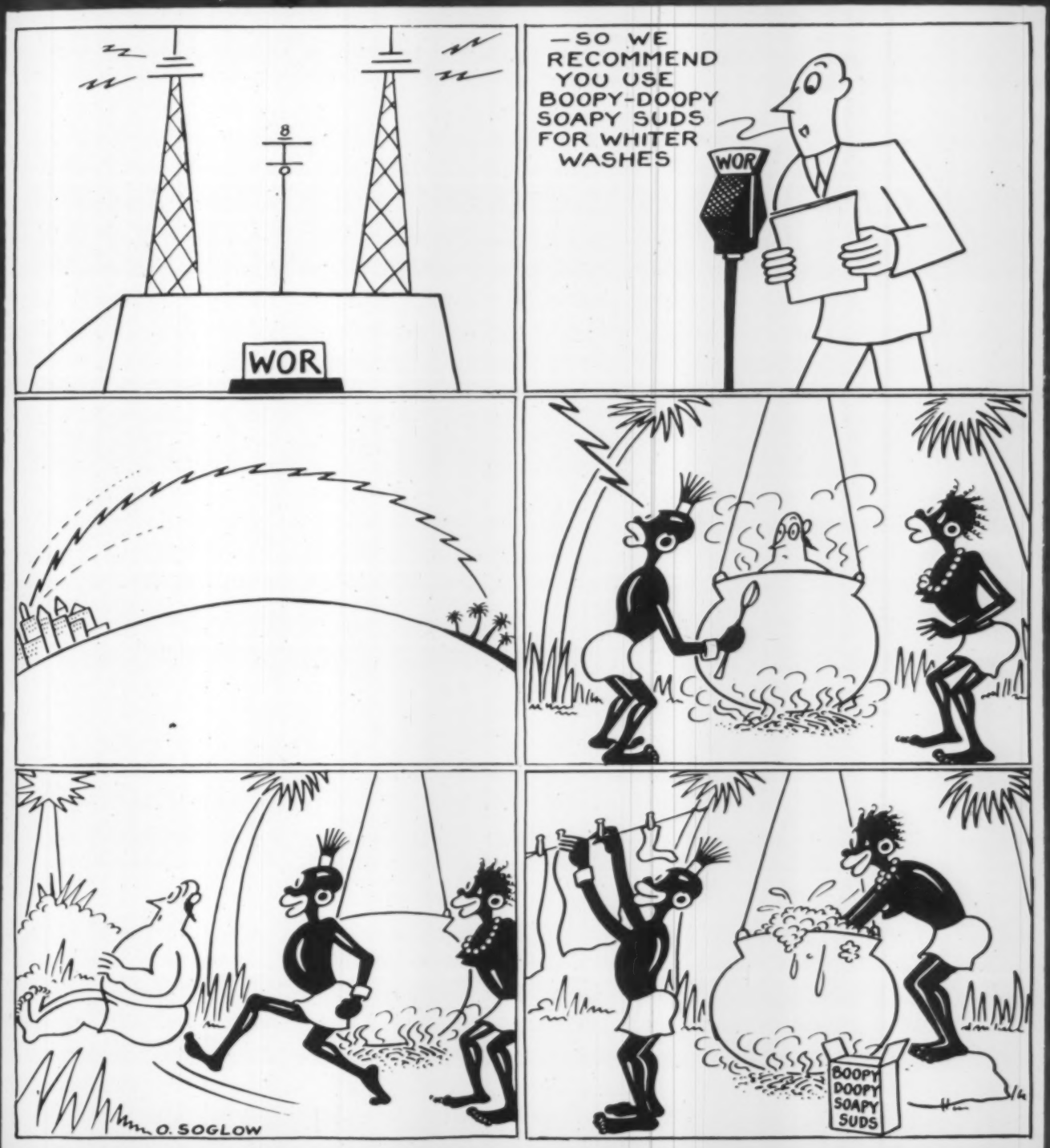
AUGUST 4, 1947

PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING



This is the

JOSEPH L. SALTZMAN *family*

OF GRAND RAPIDS, MICHIGAN

The Saltzman family by their radio. Joseph, with 14-year-old Patty, the dog – Anthony, the one child – and Pauline.

JOSEPH L. SALTZMAN is an agent for the Metropolitan Life Insurance Company. His home is a comfortable, first-floor flat at 350 Sycamore Street, S.E., in the bustling city of Grand Rapids, Michigan. The family includes Pauline (Mrs.) Saltzman and 9-year-old Anthony.

For the 10 years of their family life in Grand Rapids, the Saltzmans have had their favorite programs on WLS. Our newscasts, the Saturday night WLS National Barn Dance, our weather broadcasts – the Saltzmans enjoy them regularly.

Some years ago, Mrs. Saltzman sent a poem, which was used on WLS. More recently, Anthony received a pencil box for his riddle, read by Aunt Rita on her Sunday morning WLS program. Mrs. Saltzman especially appreciated her radio and WLS while her husband was away in service. "You're so friendly and folksy," she says.

For 23 years, WLS has aimed at being friendly to the thousands of families like the Saltzmans, throughout our four-state major coverage area. We have planned our service to fill their needs – our entertainment to answer family wants. This broadcasting service has built an acceptance that combines confidence and loyalty – basic ingredients for dependable advertising results.

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER President
GLENN SNYDER Manager

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . KTUC, TUCSON . KSUN, BISBEE-LOWELL-DOUGLAS

It takes all kinds of people

...TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON, originator of the spaghetti and meat-ball school of art and portrayer of Lena the Hyena

Next Week
GLENN SHELLEY
Assistant to the Musical Director

Harold Singleton, *Chief Engineer*

Let's get technical! We have to discuss Harold Singleton, KGW Chief Engineer. It has been said that "nobody has ever seen a watt." If anybody ever does, we know it will be Harold because he lives on intimate terms with such things as watts, kilocycles, millivolts, cathodes and decibels. Graduate of Colorado University, where he took two engineering degrees, Harold reached KGW via the radio engineering department of General Electric at Schenectady, RCA, San Francisco, and United Airlines. "Prof" Singleton taught physics at Reed College and, during the war, assisted the U.S. Government in developing radar counter measures at Harvard. He is well known in the Northwest as a consulting radio engineer. Is KGW keeping up with the latest technical developments in broadcasting? Heck, with Singleton in the saddle, we're galloping along out in front of the procession. As an advertiser, this is important to you!

KGW
PORTLAND, OREGON
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

IF FCC Chairman Charles R. Denny accepts NAB invitation as principal speaker at Atlantic City Convention in September, which is regarded likely, it might well be his swan song as Government official. Despite repeated denials, reports persist he will accept one of several propositions either in private business or law practice prior to year's end.

PRINCIPAL speaker at NAB Convention, aside from expected appearance of Chairman Denny, may be Emilio Azcarraga, president and proprietor of Mexico City's leading stations and head of Mexican delegation to International Telecommunications Conference at Atlantic City.

STRANGE GOINGS ON anent sad state of WQQW Washington's Blue Book bauble now on block. Drew Pearson (not Pearson and Col. Bob Allen, his erstwhile columnist, commentator partner) understood to be interested in acquiring station and may slip in bid at about Aug. 18 deadline. Last week, there were no firm bids, but several inquiries. Station stands $180,000 in red ink, but probably would go for less. Pearson at about $110,000 is inside talk, with Ed Brecher, ex-FCC Blue Booker and WQQW manager, plumping for it.

APPLICANTS for "reserved" FM channels, which became available July 1, may expect FCC to start making assignments within next few weeks. FCC officials say they won't assign reserved frequencies in areas tied up in hearings, though, until hearing cases are finally decided, so losers will have chance to compete with newcomers. Thus far only two reserved channels assigned: One to CBS Washington; other was reallocated from Raleigh, N. C., and assigned at nearby Durham.

NEW WRINKLE in National Radio Week celebration will be nationwide series of local essay contests for school kids. Radio delivery and literary skill will determine local winners, with dealers providing prizes. To be repeated on vastly larger scale is letter contest with expensive console radios as prizes in each NAB district.

FCC reorganization plan tentatively to become effective Oct. 1 [BROADCASTING, July 21] is meeting resistance in some quarters. Proposal for four-man divisions might readily result in 2-2 splits, particularly on controverted broadcast cases, with result that such cases not only would go to full seven-man Commission for decision but might also entail double oral arguments. Thus, according to some observers, plan does not provide for Congressionally-endorsed division setup at all and appears to circumvent Congressional intent.

FCC already has been called on nomenclature used in its proposed reorganization plan. Congressional committee charged with uniform

(*Continued on page 86*)

Upcoming

Aug. 7-8: NAB Program Executive Committee, NAB Hdqrs., Washington.

Aug. 12: BMI Board, BMI Hdqrs., New York.

Sept. 2-3: Western Assn. of Broadcasters annual convention, Minaki Lodge, Minaki, Ont.

(Other Upcomings page 77)

Bulletin

CBS filed with FCC Friday for new television affiliate for its WBBM Chicago, seeking Channel 11. Installation costs estimated about $300,000. Station would be network's second commercial video outlet (WCBS-TV New York in operation).

LEWIS ALLEN WEISS, MBS board chairman and Don Lee vice president, subpoenaed to appear today (Aug. 4) at House subcommittee's Petrillo hearing in Los Angeles at which Rep. Carroll D. Kearns (R-Pa.) will preside.

NEW CONTRACT signed by WHOM New York and Atlantic Branch, American Communications Assn., CIO, setting standard rate of $110 weekly for all technicians.

MBS board to meet at Atlantic City week preceding NAB convention starting Sept. 15.

Business Briefly

LUM and ABNER SWITCH ● Miles Labs. (Alka-Seltzer) switches *Lum and Abner*, now on ABC, to CBS Mondays through Fridays, 5:45-6 p.m. starting Sept. 29. Sale represents roughly $1,000,000 in billings on 52-week basis. Agency, Wade Adv., Chicago.

CARTER ON MBS ● Carter Products (Arrid) beginning Sept. 7 for 13 weeks sponsors Jimmy Fidler over 200 MBS stations, Sun. 8:30-8:45 p.m. Agency, Sullivan, Stauffer, Colwell & Bayles, New York. Mr. Fidler also to resume Sept. 7 regular Carter program, on ABC Sun. 10:30-45 p.m.

ABC SHIFTS SEVERAL

ABC scheduling *Jack Armstrong* and *Sky King* as half-hour broadcasts on alternate days, 5:30-6 p.m. Monday through Fridays beginning Aug. 25. Format to be altered so each daily broadcast is complete episode. General Mills resumes sponsorship of *Jack Armstrong* and Derby Foods takes *Sky King* effective that date. *Terry and the Pirates* moves Aug. 25 to 5:15-5:30 p.m. spot on ABC, Mondays through Fridays under sponsorship of Quaker Oats. *Tennessee Jed*, sponsored by Ward Baking Co., moves to 5-5:15 p.m. period on 28 ABC stations and on remainder of ABC stations is sold as co-op feature.

NICK KEESELY, MBS program sales manager since April, 1946, resigned last week, reportedly to re-enter agency field.

FCC Revises Operator Requirements

RECLASSIFICATION of broadcast operators into three categories was announced by FCC Friday as first step to bring commercial operator examinations and licenses in line with technical progress. Change long sought by NAB.

Whereas first-class radiotelephone operator's license is now required for operation of broadcast stations, plan provides for three new classes valid for operator duties as follows:

1. Broadcast Engineer-Operator: Could be chief engineer or staff operator of any AM, international, FM, facsimile, TV, developmental and auxiliary stations. (Would have responsibilities of present first-class operator, but would have to take more comprehensive engineering examination.)

2. Broadcast Technician-Operator: Could be chief engineer of AM station of not more than 1-kw power (non-directionalized), or of FM station; could be staff operator of any AM, international, FM, facsimile, TV, developmental and auxiliary station. (Examination comparable to present first-class operator tests, with some lower elements added.)

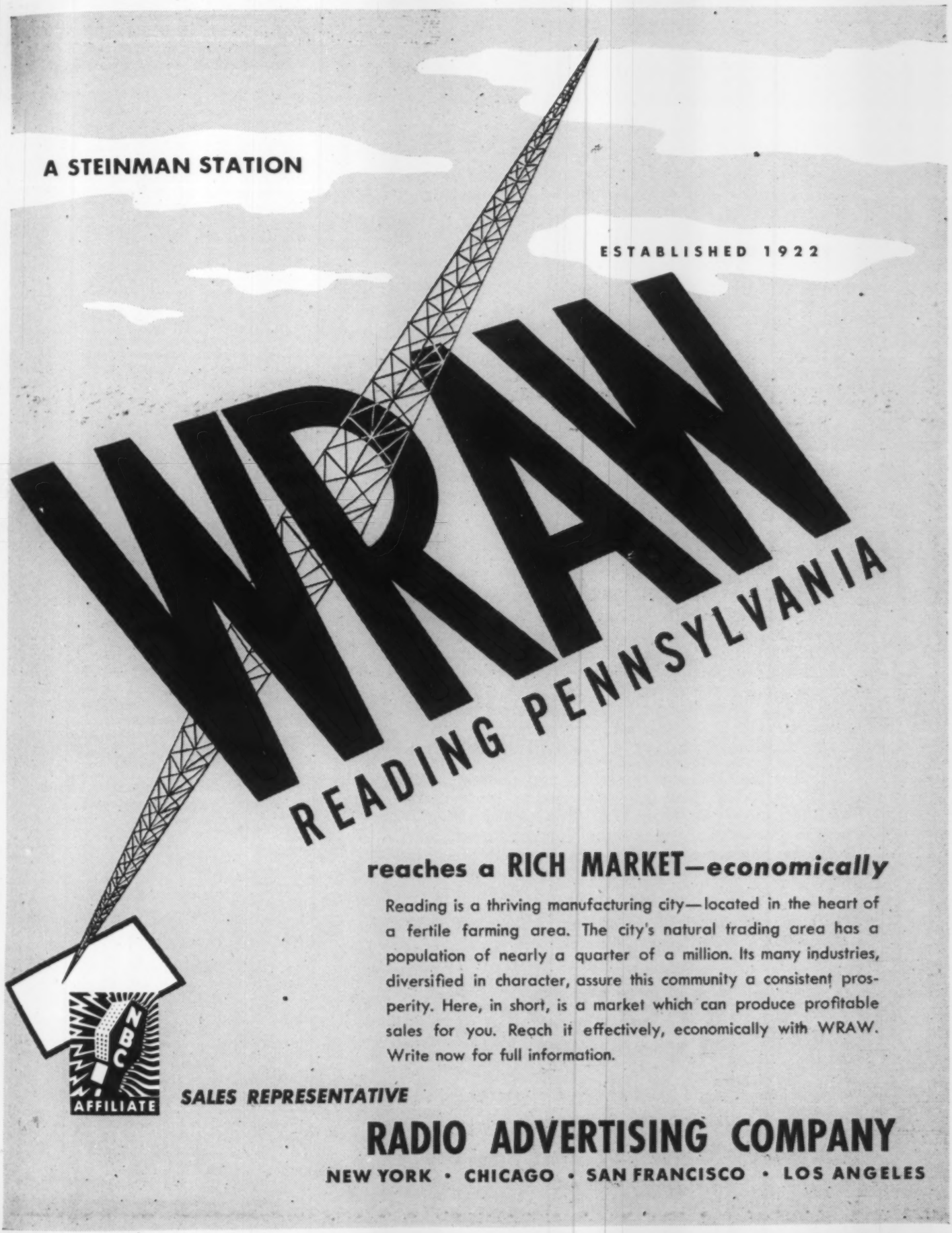
3. Broadcast Radio-Operator: Could be staff operator of AM station employing not more than 1-kw power (non-directionalized), or of FM station of not more than 1-kw effective radiated power. This license would go only to persons who would serve under technical supervision of higher-rated operator.

Plan would require all broadcast stations to employ at least one Engineer-Operator except AM stations of not more than 1-kw power (non-directionalized), and FM stations. Excepted stations could employ at least one Technician-Operator in lieu of Engineer-Operator. FCC sources said existing operators probably would not be required to take entire new examinations but might have to stand further tests in television and FM for Engineer-Operator license. "Provision will be made," announcement said, "to recognize experience gained under existing licenses in prescribing the conditions under which the new licenses may be obtained."

Commission reviewed prospective examination for Broadcast Radio-Operators and announced proposed rules changes with respect to this class of license, subject to written protest until Sept. 1. Further proposals on Engineer-Operators and Technician-Operators to come later. FCC said:

When these proposals are adopted in final form they will be carried into effect as rapidly as the examinations, study guides, and license forms can be produced and distributed to the field offices.

Radio-Operator examination to cover technical subjects relating to routine operation of transmitter and equipment "to the extent that such an operator can on his own responsibility place the transmitter on and off the air, replace tubes and other defective parts that are readily replacable by plug-in methods, assure compliance with the rules and regulations relating to modulation and frequency stability, and insure that the operator will call the responsible technical supervisor should any circumstance arise requiring a decision or action beyond the scope of his responsibility under the Broadcast Radio-Operator license."


A STEINMAN STATION
ESTABLISHED 1922
WRAW
READING PENNSYLVANIA
reaches a RICH MARKET—economically
Reading is a thriving manufacturing city—located in the heart of a fertile farming area. The city's natural trading area has a population of nearly a quarter of a million. Its many industries, diversified in character, assure this community a consistent prosperity. Here, in short, is a market which can produce profitable sales for you. Reach it effectively, economically with WRAW. Write now for full information.
NBC AFFILIATE
SALES REPRESENTATIVE
RADIO ADVERTISING COMPANY
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

STATEMENT OF OWNERSHIIP

On Labor Day, 1940, WORD went on the air as the first network radio station in Spartanburg. A group of distinguished Americans, later to become more distinguished, were on hand to participate with Walter Brown, the Manager, in dedicating this new radio outlet in South Carolina.

Among those present for the dedication were: James F. Byrnes, then United States Senator, later to become Supreme Court Justice, Director of War Mobilization, and Secretary of State.

Harry Butcher, then CBS Vice President, later aid to General Eisenhower, and now a happy radio station operator in California.

Burnet R. Maybank, then Governor of South Carolina, and now United States Senator.

These prominent personalities, along with Federal Judge Cecil Wyche, A. E. Joscelyn, and others gave WORD an auspicious send-off.

In 1945, WORD was sold as a result of the FCC duopoly rule.

Now in 1947, WORD passes again to the management which originally placed the station on the air. Associated with Mr. Brown in the ownership of WORD are the Spartanburg Herald and Journal, of which Phil Buckheit is publisher, and Justice Byrnes, whose home is in Spartanburg. Mr. Brown has relinquished all connection with WSPA which he managed from 1940 until its sale and transfer to the Surety Life Insurance Company of Greenville on August 1.

Under new and aggressive management and locally owned by those who know best the radio needs of Spartanburg and the Piedmont section, WORD will be developed and attain the high position in radio broadcasting which its founders intended when the station went on the air Labor Day, 1940.

Watch this space for important announcements on the future development of Spartanburg's *FIRST NETWORK STATION*—WORD.

WORD
OF SPARTANBURG

Owned and Operated by The Spartan Radiocasting Company

WALTER J. BROWN, PRESIDENT

Represented Nationally by Branham Company

AFFILIATED WITH ABC

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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WINFIELD R. LEVI, *Manager*

Betty Beckanstin.

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Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

IT ISN'T EASY . . . to spend advertising dollars to best advantage, we admit—

BUT IT IS EASY to see that buying time to best advantage in Worcester means putting WNEB on the schedule.

HERE'S HOW THE HOOPERS LOOK FOR MAY-JUNE 1947:

HOOPER STATION LISTENING INDEX

Worcester, Mass. May-June, 1947

SHARE OF AUDIENCE

Index	WNEB	Network Station A	Network Station B	Network Station C	Network Station D
Weekday Morning Mon. thru Fri. 8:00 A.M.-12:00 Noon	24.7	31.2	23.0	14.0	5.9
Weekday Afternoon Mon. thru Fri. 12:00 Noon-6:00 P.M.	34.4	41.3	10.0	4.1	7.7
Evening Sun. thru Sat. 6:00 P.M.-10:00 P.M.	22.4	44.5	11.3	10.7	10.1
Sunday Afternoon 12:00 Noon-6:00 P.M.	60.2	12.5	6.3	9.4	6.7
Saturday Daytime 8:00 A.M.-6:00 P.M.	Not Rated In Worcester				
Total Rated Time Periods	29.7	38.5	12.3	9.2	8.4

WNEB is the only independent station in Worcester, New England's third largest city. Good block programming of music, news and sports has gained it a large, loyal audience. If you have something to sell in this market where retail sales, food purchases and drug sales run well above the U.S. average, WNEB can do the job at the lowest cost. See our reps for availabilities.

WNEB

WORCESTER MASSACHUSETTS

Represented by: Adam J. Young Jr., Inc. and Kettell-Carter, Inc.

RE

SULTS !

• Spot Radio gets RESULTS — flexibly, economically, and with amazing efficiency — no matter what size the budget.

• To insure *best* results with Spot Radio, advertisers, large and small, consistently use these stations.

REPRESENTED NATIONALLY BY

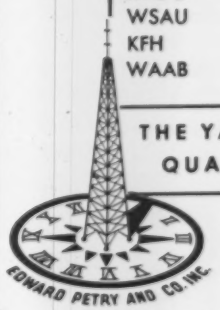
EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
	Ft. Worth	ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPOA	Honolulu	T. H.
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS



What station are you listening to, gentlemen?

We're always tuned to WFLA!

According to Mr. Hooper, the gentlemen above have lots of company in the big, prosperous Tampa-St. Petersburg market where most of the people stay tuned to WFLA — all of the time! Hooperatings show that month after month—ALL day, EVERY day — WFLA continues to hold listener leadership in the heart of Florida's richest, most-heavily-populated trade area. For coverage that really counts in this year 'round market, you can count on WFLA!

WFLA

5000 WATTS DAY AND NIGHT

NBC

The Tampa Tribune Station

National Representative JOHN BLAIR & CO.

Southeastern Representative HARRY E. CUMMINGS Jacksonville, Fla.

TAMPA

Feature of the Week

AT LAST radio has found a program that can offend no one, is bound to be relaxing and pleasing to all listeners, Blue Book protagonists and antagonists alike.

The Logan Co., Louisville, is sponsoring 11 hours of silence on WKYW to advertise its Sleep Haven mattress. Cost is nominal.

Through the original thinking of WKYW Manager Edwin E. S. Weldon, the firm has purchased the sign-off spot as the 1-kw daytime station goes off the air. Copy was offered the Logan Co. by Mr. Weldon through Farson & Huff, advertising agency.

The announcement says:

"It's seven o'clock and this is station WKYW signing off until six o'clock tomorrow morning. The next eleven hours of silence are sponsored by the Logan Company, makers of the famous 'Sleep Haven' mattress . . . for sale by better dealers . . . and guaranteed by the Good Housekeeping Institute. Good night . . . and good rest."

So unique was the idea of selling silence that the *New York Herald Tribune* ran an editorial commenting on the deal. "Poets and lovers have long claimed that silence is golden," the editorial says, "but it has remained for a Kentucky radio station to give tangible proof of this to us less inspired and more commercial members of mankind."

Deal is completed for Logan sponsorship of WKYW's silent time by Elerie Graves, representing the Logan Co.; WKYW Manager Weldon (standing); and Carl Camenisch, Farson & Huff agency.

Sellers of Sales

KENNETH YOUNG, director of the television and motion picture department and talent buyer for Campbell Ewald Co., New York, is a man who knows Vesuvius from a hole in the ground. As an agent for Cooks & Sons (tours) from 1927 to 1931 Mr. Young came to know all the landmarks and show places of Europe as a professional. And today that is exactly how Mr. Young knows radio and television —as a professional.

Forsaking the proscenium at Athens for the studios at Radio City, Mr. Young became director and producer of U. S. Rubber television shows and talent caster, producer and director on spot campaigns for Eastern Airlines.

KENNETH

Born in 1907 in Carnoustie, Scotland, Mr. Young came to this country with his parents when he was eight years old. The Youngs settled in Philadelphia. Ken Young attended the U. of Pennsylvania. It was in his last year that Mr. Young quit formal education for world travels with Cook & Sons, as courier with escorted tours.

Four years later, when the depression affected world traveling, Mr. Young joined the U. S. Rubber Co., Providence, R. I., as a laboratory technician. The company at that time was developing Lastex, and a year later Mr. Young was transferred to the sales promotion department for Lastex.

During this time he worked closely with the advertising agency on promotion for the product. Eventually he joined the agency, Campbell Ewald. For the next six years he handled promotion, talent buying, client relations and publicity, and he also was made manager of the radio department. During the war he was a captain in the Army Air Corps, serving in the Pacific Theatre.

Upon his return to the agency Mr. Young was appointed television and motion picture director. He handles the two U. S. Rubber television shows, *Campus Hoop-La*, Fri. on WNBT, NBC television station, and *Serving Through Science*, Tues. on WABD, DuMont station. Both programs are now on a summer hiatus.

Mr. Young's hobbies, aside from traveling, are tennis, swimming and theatre-going.

Remember the story about...

the acorn...

and how it grew...

and grew and grew?

W-W-D-C has had just about the same experience. Starting tiny, W-W-D-C has the second most loyal audience in our great capital city. If you want to be a success in Washington, D.C., stick with a success . . . W-W-D-C—W-W-D-C—FM!

Only one other station in Washington has more loyal listeners

WWDC

AM-FM—The D. C. Independent

NOW . . . COVER KANSAS' "TRIPLE KINGDOM" FROM THE INSIDE!

KVGB — 5000 WATTS • FULL TIME

KANSAS' TRIPLE KINGDOM

NOW . . . with Mutual's only fulltime 5000 watt outlet in Kansas, you *can* reach this wealth-producing combination — wheat-oil-livestock — from the inside. KVGB, a west central Kansas buy-word for more than ten years, reaches from the *inside* "out" to cover nearly 2 million of these wealthy Kansans. Record-breaking production this year in Kansas makes KVGB a must. Programmed by grass rooters for grass rooters (not country gentlemen), KVGB's 5000 watts reaches the Triple Kingdom . . . Kansas' real money farm market . . . from the inside.

Call any John E. Pearson office

COVER KANSAS FROM THE INSIDE
BUY ONCE—BUY KVGB
KVGB A MUTUAL STATION
GREAT BEND, KANSAS
5000 WATTS
FULL TIME
ASK JOHN E PEARSON CO

NO. 20—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)

TOILERS!

This sweat-stained slave, fellow citizens is Leo Bowman, Manager of our San Francisco Office. Here shown building a special report on West Coast radio. Leo (like all our other Colonels, East *or* West) is a versatile, adaptable specialist who knows that skill without *hard work* is just as useless as hard work without skill. If you have any special questions about spot radio in *any* part of the country, give us a chance to produce. The tougher the job, the more we'll like it.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TELEVISION:	
ST. LOUIS	KSD-TV

NEW YORK: 444 Madison Ave. | CHICAGO: 180 N. Michigan Ave. | DETROIT: Penobscot Bldg. | FORT WORTH: 406 W. Seventh St. | ATLANTA: Palmer Bldg. | HOLLYWOOD: 6331 Hollywood Blvd. | SAN FRANCISCO: 58 Sutter Street

BROADCASTING
TELECASTING

VOL. 33, No. 5 WASHINGTON, D. C., AUGUST 4, 1947 $7.00 A YEAR—20c A COPY

Top Level Realignment Made at NBC

New Posts for Kopf Dyke, MacDonald; Showerman VP

IN A top level reorganization approved last Friday, NBC President Niles Trammell announced promotion of three of the network's vice presidents to newly-created administrative vice presidents:

Harry C. Kopf, heretofore vice president in charge of network sales, becomes administrative vice president in charge of all sales operations as well as owned and operated stations.

Ken R. Dyke, vice president in charge of broadcast standards and practices, succeeds Clarence Menser, who resigned as administrative vice president heading up programs, continuity acceptance and public service. Mr. Dyke also maintains his former duties.

John H. MacDonald, vice president in charge of finance, becomes administrative vice president for all finance and budget matters as well as personnel and general service.

Simultaneously, Mr. Trammell announced election of I. E. (Chick) Showerman, general manager of the Central Division headquartered in Chicago, to a vice presidency.

Mr. Trammell, in an interdepartment memorandum [text herewith], explained the new administrative organization will handle day-to-day operations of the network, enabling him and Frank E. Mullen, executive vice president, to devote more time to overall management affairs and policies of expansion, particularly in television.

Coincident with the reorganization, announcement was made of the retirement of Mr. Menser as vice president in charge of the Program Dept. and of Judge A. L. Ashby as vice president and general counsel. Henry Ladner, assistant general counsel, was named acting general counsel.

Other promotions stemming from the new organization included appointment of George H. Frey, former Eastern Division sales manager, as director of network sales, and of James M. Gaines, manager of WNBC, as director of owned and operated stations, in addition to his WNBC duties. Thomas McCray, formerly eastern program manager, becomes national program manager responsible for all program activities under Gen. Dyke.

In announcing Mr. Ashby's retirement, Mr. Trammell pointed out that the veteran executive, who began with NBC in 1929, will continue to act as adviser on legal matters. Mr. Menser's plans have not been announced.

"Our objective in reorganizing the administration of the company's activities is to further improve our operating efficiency," Mr. Trammell said. "The many pressing problems in this postwar era, together with our expansion into the fields of television, have placed additional responsibilities upon our executives. We expect that the administrative vice presidents will assume responsibility for the company's day-to-day operations, thereby enabling the executive vice president, Mr. Frank E. Mullen, and myself to devote more of our time to overall management affairs and the problems of expansion, particularly in the new field of television broadcasting.

"I want to express our thanks and appreciation to Judge Ashby for his long years of service and

(Continued on page 14)

NBC'S ADMINISTRATIVE VICE PRESIDENTIAL TRIO

Mr. KOPF

HARRY C. KOPF entered business in promotion department of System magazine; Literary Digest next, then NBC. Active in Procter & Gamble radio development. Sales manager NBC Central Division Jan. 1, 1939; general manager of division Oct. 9, 1940; elected vice president Oct. 3, 1941. Became sales vice president on April 1, 1946.

Mr. DYKE

KEN R. DYKE, after distinguished war record, reaching rank of brigadier general, returned to NBC Sept. 2, 1946 as vice president and director of broadcast standards and practices. He entered government service in 1942. Was director of NBC promotion and research at time. Previously in charge of Colgate-Palmolive-Peet advertising and active in ANA.

Mr. MacDONALD

JOHN H. MacDONALD joined Trade Ways, business consultant, in 1932. Worked three years at Trade Ways on affairs of NBC, a client, becoming NBC budget officer in 1935. Promoted to business manager of Radio-Recording Division, moved up to executive floor at separation of Red and Blue and financial vice president in 1942.

Text of Memorandum on NBC Realignment

Following is text of Interdepartment Memorandum sent Aug. 1 by NBC President Niles Trammell to all vice presidents, department heads and station managers of NBC:

REALIGNMENT of the executive organization of the National Broadcasting Company is hereby announced in order to create an administrative organization whereby the day-to-day operations of the company will be handled by three administrative vice presidents, thus enabling the president and executive vice president to give more time to the overall management affairs and policies of expansion, particularly in television broadcasting.

(1) Mr. Harry C. Kopf, formerly vice president in charge of network sales, is appointed administrative vice president in charge of network sales, national spot sales, stations department and owned and operated stations.

Mr. George H. Frey, formerly eastern division sales manager, is appointed director of network sales.

Mr. James M. Gaines, manager

(Continued on page 14)

PROMOTED

Mr. Frey Mr. Gaines

GEORGE H. FREY, a veteran at NBC who joined WEAF New York in 1924 when it was owned by AT&T. He stayed with station in engineering and sales capacities until 1929 when he became an NBC salesman. In 1940 he was named sales manager of the network and in April of last year was named manager of eastern sales for the network.

JAMES M. GAINES was named station manager when NBC set up WEAF New York with programming and sales entity in 1946. He formerly had been manager of NBC Planning & Development Dept., an appointment received in 1945. He joined NBC's stations Dept. in 1942 and two years later was appointed assistant advertising and promotion manager for the network.

Top Level

(Continued from page 13)

to Mr. Menser likewise for the contributions they have made to the success of the National Broadcasting Company."

Reporting to Mr. Kopf, who prior to his assumption of the sales vice presidency in April, 1946, was Central Division vice president, will be Messrs. Frey, Gaines, James V. McConnell, director of national spot sales, and Easton C. Woolley, stations relations director.

ACT. CHIEF COUNSEL

Mr. LADNER

HENRY LADNER was graduated from New York U. Law School, joined NBC legal department 12 years ago. Became assistant general counsel in October 1943.

NBC Realignment Seen As Indication Of General Concern Over Competition

NBC REALIGNMENT of executive personnel which includes its Program Dept., following similar if not so sweeping action at other networks, seemed symptomatic of a general intention among the major chains to strengthen program departments in anticipation of growing competition.

Within a month the top program jobs at ABC and CBS have changed hands, and Mutual has added a new position, national program manager.

Hubbell Robinson, former vice president and national radio director of Foote, Cone & Belding, became vice president and director of programs for CBS, succeeding Davidson Taylor who was appointed vice president and director of public affairs of the network. Mr. Taylor replaced Edward R. Murrow, who will return to newscasting [BROADCASTING, July 21].

At ABC Charles C. Barry, former national program director, was elected vice president in charge of programs and television, succeeding Adrian Samish who resigned to become president of Show Productions Inc., radio and television subsidiary of Dancer-Fitzgerald-Sample [BROADCASTING, July 7].

The new MBS position of national program manager was created last week (see story, page 84), and Hendrik Booraem, former manager of the Hutchins Agency's West Coast operations, was appointed to it.

Mr. Robinson and Mr. Barry are considered to be experts at commercial programming, and Mr. Booraem's selection for the new MBS post was characterized officially as at least partly dictated by his "broad experience."

Text

(Continued from page 13)

of WNBC, is appointed director of owned and operated stations and will continue as manager of WNBC.

The managers of stations WTAM and KOA will report to the director of owned and operated stations. The operations of stations WRC, WMAQ and KPO will be supervised by the director of owned and operated stations, coordinating the activities with the divisional vice presidents.

Mr. Easton C. Woolley will continue as director of the stations department.

Mr. James V. McConnell will continue as director of national spot sales.

The director of network sales, director of national spot sales, director of stations department and director of owned and operated stations will report directly to the administrative vice president in charge of these activities.

(2) Mr. Ken R. Dyke is appointed administrative vice president in charge of program, public service and continuity acceptance departments. Mr. Dyke will continue in charge of broadcast standards and practices.

Mr. Thomas McCray, national program manager, will be responsible for all program activities.

Mr. Dwight B. Herrick, manager of the public service department, will continue his present activities.

Mr. Stockton Helffrich will continue as manager of continuity acceptance.

The national program manager, the manager of the public service department and the manager of continuity acceptance will report directly to the administrative vice president in charge of these activities.

(3) Mr. John H. MacDonald, formerly vice president in charge of finance, is appointed administrative vice president in charge of the controller's, treasurer's budget, general service, personnel and guest relations departments.

Mr. Clayland T. Morgan is appointed director of special services and guest relations.

The executives in charge of the departments mentioned above will report directly to the administrative vice president in charge of these activities.

(4) The divisional vice presidents will coordinate their sales, program and financial operations with the respective administrative vice presidents.

(5) The administrative vice presidents, vice presidents and department heads (other than those reporting directly to administrative vice presidents) will report to the executive vice president.

(6) The board of directors at its meeting today approved the above realignment of the organization and in addition took the following actions:

(a) Mr. I. E. Showerman, manager of the Central Division, was elected vice president in charge of the Central Division.

(b) The board accepted with regrets the resignations of Mr. A. L. Ashby, vice president and general counsel, and Mr. C. L. Menser, vice president in charge of programs. Mr. Ashby will continue to act as an adviser to the company on legal matters.

I want to express our thanks and our appreciation to Mr. Ashby and Mr. Menser for the contributions they have made through their long years of service to the success of the company.

(7) Mr. Henry Ladner is appointed acting general counsel. Mr. Ladner will report to the executive vice president.

Reporting to Gen. Dyke, who served as information and education officer on Gen. MacArthur's staff during the war, will be National Program Manager McCray, Dwight B. Herrick, manager of the public service department, and Stockton Helffrich, manager of continuity acceptance.

Mr. MacDonald, who has been prominently identified with NBC's labor relations as well as financial matters, will direct virtually all those activities not specifically allocated to Administrative Vice Presidents Kopf and Dyke.

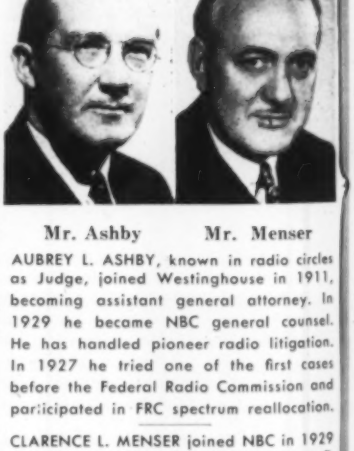
The reorganization is the first major realignment effected in NBC since Messrs. Trammell and Mullen became president and executive vice president respectively in 1940.

NEW VICE PRESIDENT

Mr. SHOWERMAN

I. E. (Chick) SHOWERMAN, after five years with newspaper and agency advertising departments, joined NBC's Chicago sales staff. Advanced to sales manager of the Central Division in 1930. Promoted in 1936 to assistant eastern sales manager, in 1940 to eastern sales manager, and in 1946 to Central Division manager.

RETIRE FROM NBC



Mr. Ashby Mr. Menser

AUBREY L. ASHBY, known in radio circles as Judge, joined Westinghouse in 1911, becoming assistant general attorney. In 1929 he became NBC general counsel. He has handled pioneer radio litigation. In 1927 he tried one of the first cases before the Federal Radio Commission and participated in FRC spectrum reallocation.

CLARENCE L. MENSER joined NBC in 1929 as member of New York production staff. Production manager of Central Division in 1931, program manager in 1939. Became manager Gardner Adv. Chicago office. Rejoined NBC in 1940 as national production director; named vice president charge of programs in 1942.

Radio Gives Bristol-Myers Proof

22-years' Use Shows Value of Medium, Company Says

By MARY ZURHORST

TWENTY-TWO years ago Bristol-Myers Co. first went on the air to test the effectiveness of radio advertising for one of its three products, Ipana Tooth Paste. The firm used two stations, WEAF New York and WOO Philadelphia (Wanamaker station).

That venture was based on faith alone. There was not even a provision for it in the advertising budget. But through the enthusiasm of Lee H. Bristol, then advertising director, and his assistant, J. M. Allen, the B-M sales department was persuaded to underwrite the program by showing a sales increase to cover the cost of what was considered an investment.

Sales figures for that year were under $5 million.

Bristol-Myers' current yearly radio budget is now $3½ million, approximately 50% of their total advertising allocation. B-M sales messages for 9 products are heard on close to 200 stations.

BRISTOL-MYERS spends over $3½ million yearly in radio. On the air continuously since 1925, the company has found its firm faith in radio justified, with sales figures hitting an all-time high of $47,828,189 for 1946. The same spirit that introduced the Ipana Troubadors 22 years ago is now blazing trails in television. Bristol-Myers' story of over two decades of successful use of the air is one to make both the industry and the sponsor proud. Herewith is the first of a series of two articles. The second will appear in BROADCASTING, Aug. 18.

In 1946, sales reached a total of $47,828,189. Net earnings increased 182% over 1945 figures.

"This record," says Lee Bristol, now executive vice president, "is the best answer we have to questions on our belief in radio and its proven effectiveness. We have used radio consistently since that first program in 1925."

Just as Bristol-Myers was among the first commercial users of radio, the firm is now among the pioneers to sponsor television. The television budget runs into six figures for two programs, both on the NBC video network, WNBT New York, WPTZ Philadelphia, WRGB Schenectady, and WNBW Washington.

Joseph Morrow Allen, now vice president in charge of advertising, looks upon the television allocation as the same sort of investment as the first Bristol-Myers radio program. "We feel," he says, "that television today is in the same stage as radio when we entered that medium. It is the best radio you can get—with pictures."

This is Joe Allen's 30th year with Bristol-Myers. In that time he has contributed to the growth of more radio talent than probably any individual in the sponsor field. The list includes Fred Allen, Ed Gardner, Eddie Cantor, George Jessel, Alan Young, Walter O'Keefe, Abbott & Costello, Phil Cook, among innumerable others.

When he joined B-M in 1917 he was in sales promotion under Henry P. Bristol, president. Then in 1924 when Lee Bristol joined the company as advertising director, Mr. Allen became his assistant. In February 1946 he was appointed vice president in charge of advertising.

Mr. Allen is a member of the radio committee of the Assn. of National Advertisers, and is chairman of the By-Laws and Procedures Committee as well as a director of BMB.

First Program

Lee Bristol, together with Joe Allen, planned the first Bristol-Myers program, the much-beloved *Ipana Troubadors*, which had its premiere performance April 8, 1925, on WEAF and WOO, as a nighttime half-hour musical show.

Five months later the program expanded to seven NBC stations, and thereafter continued adding stations until it covered the country. One proof of its overwhelming listening audience—especially in those days of the infant industry—reached Bristol-Myers in the form of 55,000 letters requesting sheet music offered on one program, Jan. 26, 1927.

At this point, radio was given a place on the B-M advertising budget.

Sales of Ipana more than doubled, and Bristol-Myers began receiving letters from dealers in Minnesota, Maine, Pennsylvania, Iowa, North Carolina, Michigan, Canada, wherever there was radio coverage, reporting: "I could not account for the great increase in Ipana Tooth Paste sales recently until I bought a receiving set. Now it is quite easy to understand"; "Did not have any calls for your paste until the *Troubadors* started"; "Broadcasting doing wonders with Ipana. Keep it up."

And Bristol-Myers did "keep it up."

Although the company uses magazines, newspapers and other advertising media along with radio, "all complementing each other," Mr. Allen says experience has proved that "people can be reached by radio at an extremely low cost per thousand."

High Hoopers—Low Cost

And because of B-M's unusually high Hooperatings—with the current *Mr. District Attorney* and *Break the Bank* regularly hitting the first 15—the firm's "cost per Hooper point is lower than average," adds Mr. Allen.

Most of the Bristol-Myers proprietary products use radio. They include Ipana, Sal Hepatica, Vitalis, Mum, Minit-Rub, Ingram Shaving Cream, Trushay lotion, Benex (brushless shave cream, just introduced), and Ammen (powder, newest product).

Radio budgets vary greatly for each product, also from season to season. Ipana is the longest and biggest user of radio, and the firm's best seller. Vitalis is next in radio promotion.

Benex took to the air with hitchhikers in June. Ammen is using hitchhikers and local spots in the East and South. Six months is usually required before significant results are shown in sales.

Minit-Rub used radio exclusively when it was introduced to the public seven years ago. No other Bristol-Myers product except Ammen has used one medium exclusively.

For 18 months during the war, Vitalis was off the market, with the complete supply going to the armed forces. Magazine advertising for the product was discontinued. Radio was maintained with a two-fold purpose, according to Mr. Allen, "to keep the product's name before the public, and to inform them of its use by the armed forces."

"The public has a short memory about products," Mr. Allen has found. "When advertising is discontinued, the public forgets and, once forgotten, the product is gone. Those customers can't be recaptured. That's why we kept Vitalis on the air."

While getting a new and younger group of customers in the armed forces with Vitalis, Bristol-Myers retained its old customers through radio. Though the product's advertising was cut about 50% of prewar allocation during 1943, and about 33% during 1945, when it returned to the market its advertising budget jumped to a higher figure than at any previous time, and sales leaped to an all-time high the first year Vitalis went back to the drug counters.

"There was a 50% increase over Vitalis' biggest year," reports Mr. Allen.

Though sales of certain products undergo seasonal changes, these fluctuations are reflected little in the advertising budgets—for the same reason that kept Vitalis on the air during its "war service." Sal Hepatica, Minit-Rub and Trushay show a sales bulge during the winter. Mum sales are up in summer. Ipana and Ingram are unaffected by seasons.

Time on the network is of great import to Bristol-Myers as a sponsor. Consistent user of NBC, B-M prefers the Wednesday 9-10 p.m. time. The firm has held this spot—or a half-hour of it—almost with-

(Continued on page 69)

In Charge of Advertising

JOSEPH M. ALLEN

HEAD THE BRISTOL-MYERS FIRM

HENRY BRISTOL LEE BRISTOL WILLIAM BRISTOL

Two New Bills Aim To Ban Liquor Ads

Senate Group Offers Measures To Replace Capper Proposal

NEW IMPETUS to a movement to ban liquor advertising both on the radio and in periodicals was given last week in a report from a subcommittee of the Senate Interstate & Foreign Commerce Committee.

Sen. Clyde M. Reed (R-Kan.) reported that the committee considered the original bill introduced by Sen. Arthur Capper (R-Kan.) impractical. But the committee offered for the Senate's consideration two substitute measures which would accomplish the same prohibition.

Since Congress already had recessed when the new bills were submitted they were not given numbers and therefore will have to wait until the next session before they can receive consideration. Completely new hearings will have to be held if and when the bills come up for consideration next year.

A committee source reminded BROADCASTING of earlier warnings that the proposed liquor advertising ban should be considered seriously. Similar bills have been offered in earlier sessions, but none received the support that the current legislation has had.

Provide Amendments

The substitute bills provide an amendment to the Federal Trade Commission Act to ban advertising which refers to the use of alcohol where it involves the likeness of a "woman, child or family scene, or of any person serving or preparing drinks . . . . . in a manner indicating the consumption of liquor; or contains any illustration or representation primarily appealing to children . . . or depicts athletes or athletic events (or) that the use of such alcoholic beverages is beneficial to health or contributes to physical upbuilding; will increase social or business standing or prestige; or is traditional in American family life . . ."

The measures also could apply to television insofar as visual advertising is concerned.

Monticello Spots

MONTICELLO Drug Co. (666 Cold Remedy), Jacksonville, Fla., is planning to use one minute spot announcements and chainbreaks for its fall advertising beginning on Sept. 22. Campaign will run for 26 weeks principally in southern and southeastern states with a few northern states. Boothe, Vickery, Schwinn is agency.

Lux Theatre Resumes

LEVER BROTHERS, Cambridge (Lux), resumes *Lux Radio Theatre* on 149 CBS stations for 14th consecutive year, William Keighley directing with Sandy Barnett and Sam Carter writing. Lou Silvers continues as musical director. Agency is J. Walter Thompson Co.

WKBW Sale for $375,000 Formally Submitted to FCC

SALE of WKBW Buffalo to Churchill Tabernacle's Broadcasting Foundation Inc. for $375,000, release of all claims against the station, and dismissal of pending litigation [BROADCASTING, July 7], was formally reported to FCC last week for approval.

Waiver of the Avco Rule requiring advertisement of station sales appeared certain. FCC authorities noted that outside bidders could hardly comply with the rule's "same terms and conditions" provision in view of the unusual sections relating to litigation and claims. Another factor is Churchill Tabernacle's former ownership of the station.

The application showed that the Foundation, with a paid-in capital of $255,000, has arranged through Smith Davis & Co., newspaper and radio brokers, for a loan of $275,000 at 4½% interest and re-payable in five equal annual installments. The loan will be secured by a first mortgage on WKBW property and assets. "As soon as advisable," the application said, the Foundation will issue preferred stock to Buffalo residents for cash "in an amount sufficient to liquidate the loan." Details of the stock have not been completed.

Churchill Holdings

Churchill Tabernacle, an undenominational church, owns 66.67% of Broadcasting Foundation, and Clinton H. Churchill, Warren E. Detenbeck, and the executors of the estate of Matthew Klepfer hold 11.11% each. The $375,000 sale price is to be paid in cash at closing—10 to 25 days after FCC approval—or may be paid $350,000 in cash and $25,000 in notes.

The Foundation proposes to continue its ABC affiliation and increase educational, civic, religious and agricultural programs. Operating time will be increased at least 11 hours a week, to a weekly total of about 140 hours. New studios and offices will be built in Buffalo's Erlanger Theatre Bldg. The amount of commercial business also will be increased, the application reported. It was estimated that about 54% of the station's broadcast time will be commercial.

As part of the transaction, Buffalo Broadcasting Corp., present licensee of the 50-kw station (1520 kc), agreed to provide free time to Churchill Tabernacle, pending FCC action on the transfer, in the amount of three hours and 45 minutes each Sunday and four spot announcements on Thursday, Friday, and Saturday. The station retained the right of full control over programming, however, including the right to cancel if deemed desirable.

No Free Broadcasts

Among the claims which the Tabernacle agreed to abandon was one involving free broadcast time which was included in the arrangement whereby the Tabernacle sold the station to Buffalo Broadcasting in 1931. The terms of that sale led to extensive hearings before FCC, which held that the time "lease" must be eliminated.

On appeal, the courts upheld FCC in part and remanded the case in part [BROADCASTING, Feb. 3]. That case is one which will be dropped if the transfer is approved. Another is a $1,000,000 suit brought by the Tabernacle against WKBW and now pending in New York courts, alleging breach of contract.

The Foundation's pending FCC application for the WKBW facilities, being held in *status quo* upon Tabernacle request, will be dismissed if the church organization is granted ownership of the station. Buffalo Broadcasting's pending FM application also will be dropped.

The transfer application included documents showing that Broadcasting Foundation had offered to pay its chief owner, the Tabernacle, $90,000 and to assume payment of Tabernacle obligations for legal services including $35,000 to the firm of Morey, Schlenker & Murray, of Buffalo; about $5,000 to James Lawrence Fly of Fly, Fitts & Shuebruk, New York, and $5,000 to Mason, Spalding & McAtee.

Buffalo Broadcasting, which would be liquidated after the transfer is approved, is principally owned by Hiram W. Deyo of Buffalo (91.645%), who is president and treasurer. Frank D. Scott, Washington radio lawyer, owns 6.452%, and three others including WKBW Vice President and General Manager John A. Bacon own less than 1% each.

Buffalo Broadcasting formerly owned WGR Buffalo as well as WKBW, but sold WGR to Leo J. Fitzpatrick and I. R. (Ike) Lounsberry for $750,000 last fall [BROADCASTING, Nov. 11, 1946]. The company's 1946 net profit was listed at $707,255 including $423,444 profit from the sale of WGR.

Drawn for BROADCASTING by Sid Hix

"We are now broadcasting from the fourth hole . . ."

Kaiser-Frazer Entrance In Spot Field Confirmed

SALES DEPT. of Kaiser-Frazer Corp., Willow Run, Mich., July 31 confirmed the automobile manufacturing firm's entrance into the national radio spot field [BROADCASTING, July 28] with announcement that, while "we have no program at present," the company has embarked on a national spot announcement campaign at 145 distributor points for a period of 13 weeks.

Already sales departments of various stations, especially those in Chicago, have reported sale of spot time to Kaiser-Frazer for one-minute transcribed announcements.

Brown Renews on NBC

BROWN SHOE CO., St. Louis, Aug. 30 renews for 52 weeks *Smilin' Ed McConnell and His Buster Brown Gang* show, Sat., 11:30-12 noon (CDST), over full NBC network. Program shifts to 10:30 a.m. (CST) Oct. 4. Agency is Leo Burnett Co. Inc., Chicago.

Pharmaco Sponsors

PHARMACO Inc., Newark, N. J., effective Sept. 29 begins sponsorship of *Charlie Chan* on MBS, Mon., 8:30-9 p.m. Program begins as a sustainer on Mutual Aug. 11. Pharmaco agency is Ruthrauff & Ryan, New York.

Nabisco Musical Clock

NATIONAL Biscuit Co., New York (Nabisco Shredded Wheat), will sponsor musical clock shows, five, ten and fifteen minutes, over 100 stations beginning Sept. 8. Contracts for 13 weeks were placed through McCann-Erickson, New York.

Miller Calls for Support of BMB

Will Bring Confidence From Medium Users, Says NAB Head

INDUSTRYWIDE support for the new BMB 15-point plan for continuous operation was solicited Thursday by NAB President Justin Miller. His call for permanent support of BMB was based on the opportunity given broadcasters to establish the principle of standardized uniform measurement.

Confidence will be inspired among agencies and advertisers, the users of broadcast time, Judge Miller stated, as a result of the basic measurements and factual material that BMB can provide.

Hooper Has Plan

The action came as C. E. Hooper, head of the research organization bearing his name, rushed work on a memorandum designed to show how his firm can provide a postcard county-by-county study in 1948. Under NAB board direction, BMB does not plan a second national study until 1949.

Mr. Miller joined G. Richard Shafto, WIS Columbia, S. C., in calling for BMB support. (See separate story, page 73, with views of Mr. Shafto and Mr. Hooper.)

Judge Miller's statement follows:

The Executive Committee of Broadcast Measurement Bureau has adopted a plan to establish BMB on a permanent basis. It is important that broadcasters realize the full implications of this decision.

The plan was devised on the recommendation of the NAB Board of Directors. It was prepared by a committee of our board working with the BMB. It has been approved by both our board and the BMB board. Advertisers and agencies endorse it.

Broadcasters now have the opportunity to give permanent support to the principle of standardized uniform measurement. If properly supported and directed, BMB can supply for broadcasting basic measurements and factual background which will inspire confidence upon the part of those who use it.

The BMB Technical Committee went into specific problems arising from BMB's decision to offer interim audience measurement studies at cost to subscribing stations who have gone on the air since the 1946 nationwide survey. These interim measurements are part of the 15-point BMB plan.

Questions Asked

With a deadline of Sept. 15, when BMB President Hugh Feltis hopes to announce the details of the interim studies to the NAB Convention in Atlantic City, the Technical Committee has no time to waste in answering such questions as:

What is the proper definition of the area to be covered? What are the qualifications of the stations to be measured? How should the costs be allocated? Should the mailing list of radio families used in 1946 be used again for these interim studies or should a new list be compiled? Should the questions used in 1946 be repeated or altered? Should the 1946 radio families figures be used as a base or should new radio population data be compiled?

No date was set for the next meeting of the committee, whose members expect to do much of their conferring by mail, but at least one more session will probably be held before convention time. Committee is headed by Kenneth H. Baker, research director of NAB, who presided at Monday's meeting. Other members attending were: E. F. Evans, ABC; C. Langley, WOR New York; Elmo Wilson, CBS; C. E. Pooler, Benton & Bowles; R. O. Fernwald for H. D. Wolfe, Colgate-Palmolive-Peet Co.; D. E. Robinson, LaRoche & Ellis; H. M. Beville Jr., NBC, of the board Research Committee. Guests were: R. Puff, WOR; K. Green, NBC; H. Carraine, CBS. BMB staff members present were: Hugh Feltis, John Churchill, Phil Frank, R. Wyckoff, R. Sharp.

BANKS SHOW INTEREST IN RADIO SPONSORSHIP

THE BANKING INDUSTRY is interested in promoting the use of better financing methods through sponsorship of a radio program, it was revealed last week.

The Industrial Bank of Commerce, through Moore & Hamm, New York, Sept. 7 starts sponsorship of a quarter-hour show, *Periscope*, which is tied in with *Newsweek* and similar to that magazine's weekly feature of the same name, Sun., 7:45-8 p.m., on WOR New York live, for 52 weeks.

Program is produced, distributed and packaged by Charles King Radio Productions. It will be transcribed and sent to stations throughout the country each week before *Newsweek's* publication day, Thursday.

Series has been offered to the Consumer Bankers Assn., of which the Industrial Bank of Commerce is a member. Thus far banks in seven cities reportedly have bought the program and about 38 others are said to be interested.

Sept. 29 Date Set For Clear Hearings

Changed to Avoid Conflict With NAB Convention

THE MUCH-CHANGED date for resumption of the clear-channel hearings was moved again last week, in a formal order of the FCC postponing the next session from Sept. 17 to Sept. 29.

It had been expected that the Sept. 17 date would be changed, in view of the NAB annual convention convening the week of Sept. 15 [BROADCASTING, June 9].

The hearings opened in January 1946 and the last session was held a year ago—on Aug. 5, 1946.

Officials now see little chance of a final decision in the case—which will decide which clear channels are to be broken down, if any, and whether power above 50 kw is to be permitted — before November or December.

The postponement was ordered by the Commission on its own motion, in a session held Monday at Atlantic City where Chairman Charles R. Denny and Comrs. E. K. Jett and E. M. Webster are attending the International Telecommunications Conference. Comrs. Rosel H. Hyde and Paul A. Walker, with key staff members, joined them there for an executive session.

Previous postponements have been made on petition of Clear Channel Broadcasting Service, which requested continuances to about mid-October to give CBS Chief Counsel Louis G. Caldwell time to recuperate from a recent illness. Resumption date was first set for June 2, then postponed to July 7 and later to Sept. 17.

PRESIDENT SIGNS BILL CONTAINING FCC FUNDS

PRESIDENT TRUMAN last week made available to the FCC $6,240,000 as he signed into law the $8,000,000,000 Independent Offices bill.

It was the end of a long road for the FCC and Chairman Charles R. Denny to whom must go most of the credit for talking a comparatively pinch-penny Congress into turning out a record peace-time fund for the Commission.

The bill gave the Commission considerably less than the $7,300,000 it had originally asked, but if the traditional bureaucratic procedure of padding was followed by commission budgeteers the FCC not only got what it wanted but more than most of the other government agencies, some of which have been hard pressed by the new Congress.

Commission spokesmen have admitted that the new appropriation will permit them to maintain present staffs intact, although they claim it will not permit replacements.

New Colorfax Demonstrated by Finch

Untreated Paper Used; Process Developed Since 1937

FULL color facsimile embodying a new transmission method calculated to put facsimile on a paying basis was demonstrated in New York last week by Capt. W. G. H. Finch, president of Finch Telecommunications Inc.

Capt. Finch

Known as Colorfax, the process was developed jointly by Capt. Finch and Dr. Laverne Philpott, the firm's research director. According to Capt. Finch, Colorfax is the result of experimentation dating from his first transmission of facsimile in color in 1937. This earlier process involved the use of color separations and specially sensitized paper.

Colorfax, Capt. Finch said, reproduces up to four colors simultaneously using ordinary, untreated paper. He predicts that full color facsimile eventually will render black-and-white facisimile obsolete. Capt. Finch and Dr. Philpott foresee a multitude of applications for their invention, which they feel has supplied the important missing factor necessary for putting facsimile on a commercial footing — that of color. For possible uses they suggest the mass broadcasting of trade marks, advertisements, maps, charts, etc., in full color, of comic strips and cartoon drawing lessons. Magazine publishers might find it invaluable, Capt. Finch said, in conjunction with publications printed simultaneously in different cities, for the rapid exchange of proofs or layouts in color.

Process Defined

In essence, the Colorfax process involves the transmission of an original color image which is first broken down optically into several color separations. Each of the resultant images is of a primary color which combine to produce the finished facsimile image.

The primary images are used to control electric current in accordance with the colors of the original. The signals are received in turn at the recorder which controls the direct application of color on the paper roll in the primary shades. Ordinary colored leads are used and no further processing is necessary after transmission is completed, Capt. Finch said.

The scanning speed is approximately 5½ square inches per minute. In color transmission the speed as compared with black-and-white transmission is in inverse ratio to the number of colors employed, i.e., four-color Colorfax facsimile is one-quarter as fast as black-and-white. Capt. Finch emphasized that the use of ordinary untreated paper will reduce substantially the expense of the recording medium and eliminate servicing costs linked with treated papers.

Colorfax will not be in production until April, Capt. Finch said. The process is still undergoing refinement, color reproduction is not yet so precise as desired, although halftone effects have been obtained and intensity gradations are duplicated with high fidelity. Colorfax images are reproduced at an equivalent of 100 lines to the inch, a texture sim-

(Continued on page 72)

AFM Stand on FM Duplication Imminent

All-Day Conference Held by Petrillo With Nets

By J. FRANK BEATTY

JAMES C. PETRILLO will soon be ready to announce whether he will open the door to duplication of network music on FM stations.

The AFM ruler, after an all-day conference last Thursday with representatives of the four networks, joined in a statement indicating that he has taken the matter under study and will "announce a decision shortly."

FM Assn. was jubilant over the joint announcement, feeling that FM outlets of network stations will soon be carrying network music. FMA officials indicated that network action, coupled with Mr. Petrillo's apparent relaxing of his earlier attitude, should speed local FM-AFM negotiations all over the country.

With this, it was felt, would come a strengthening of FM programming, which like television has suffered for lack of live musical broadcasts.

Possibility of increased pay demands by AFM remained after issuance of the joint statement. Fear was expressed in some broadcast circles that Mr. Petrillo might decide to relax his original order requiring standbys for FM duplicated network programs but at the same time ask more money for "his boys" despite the fact that current network contracts run through next Jan. 31.

Wage Problem

On the other hand he might decide to let network music go on FM outlets without charge pending expiration of the contracts, but demand special FM compensation when negotiations for new contracts get under way. As music costs go higher, some broadcasters claimed, sponsor reluctance to spend more for programs or network facilities may be encountered.

Absent from the Chicago conference was Rep. Carroll D. Kearns (R-Pa.), chairman of the Petrillo investigating subcommittee of the House Labor Committee. He had been expected to appear for the meeting, held in the Ambassador East Hotel. Only a week prior to the conference he had met with Mr. Petrillo and a group of music educators [BROADCASTING, July 28].

Network officials declined to comment on the nature of their Chicago discussions with Mr. Petrillo. One executive said, "He is thinking it over." That was the extent of comment other than the joint statement.

No definite indication was given as to the time the AFM leader will need to reach or announce a decision, but the best guess was believed to be 10 days or two weeks.

Text of the joint statement follows:

"Representatives of the four broadcasting networks (Thursday) requested of Mr. Petrillo a release from the existing Federation ban forbidding the duplication of AM (standard band) musical programs on FM (frequency modulation) transmitters when operating with AM transmitters.

"Mr. Petrillo agreed to take the matter under consideration and to announce a decision shortly. A favorable decision on the part of the music Federation president would permit joint AM and FM transmission of the musical programs on the four networks."

Attending the Thursday conference for the networks were Frank K. White, CBS vice president; Mark Woods, ABC president; Edgar Kobak, MBS president; Frank E. Mullen, NBC executive vice president; Frank P. Schreiber, WGN treasurer.

FM Assn., which called for duplication a few minutes after the Supreme Court announced its Lea Act decision June 23, has contended all along that network contracts with AFM do not mention FM, but merely apply to broadcasting of programs without regard to type of signal.

Networks' Contention

Networks have argued that while the contracts do not mention FM, they were drawn up with an understanding by all parties that only AM was included.

At the July hearings before the Kearns subcommittee Mr. Petrillo plainly indicated that he expects to get many jobs for "his boys" out of FM and television. He said at that time that he was in a quandary and didn't know what to do, but if there were any jobs to be obtained from new methods of transmission he wanted to get them.

The AFM ruler has conceded that he cannot prevent FM duplication under provisions of the Lea Act. However there is nothing in the law to keep him from asking more money for his musicians. This happened in St. Louis when he responded to KWK's dismissal of 10 of its 16 musicians when their contracts expired July 21 by demanding almost tripled wages for one of two musicians retained and approximately doubled pay for another, after which KWK dropped one of the two.

Probe Statement

The union head is on record, in testimony at the House probe, with the statement that he was considering an absolute ban on broadcasting of a musical performance on more than one station. This would stop all networking of musical programs and prevent network duplication.

The House probers, shocked by those revelations during an investigation into the union, warned the music president of legal hazards in such action and continued his subpoena to Sept. 15 when he is again slated to take the stand.

The summer respite is declared

(Continued on page 73)

N. Y. State Network Planned by Brown

Would be Known as Federal Broadcasting System

FORMATION of a state network of New York independent stations has been proposed by Gordon P. Brown, owner of WSAY Rochester, N. Y., it became known last week. The network would be known as the Federal Broadcasting System.

Mr. Brown told BROADCASTING that station officials with whom he had discussed the proposal had been enthusiastic about its potentialities. He added his belief that the time was ripe for such a venture because of the intensified competition predicted as a result of the licensing of many new outlets.

At least one major independent station in New York was known to have been approached by Mr. Brown, although no official of this station would comment publicly on the station's reaction to Mr. Brown's proposal, it was known that they had it under study.

Mr. Brown said that other state networks of which he had been a member were not overly successful because they offered prospective sponsors a choice of only one station in a particular market such as New York City. The Federal Broadcasting System, he said, would offer sponsors any or all independents and networks. Most of the programs would originate in New York, according to Mr. Brown, although a sponsor may originate his show at any point in the state he chooses.

Mr. Brown said he hoped the network would be in operation by fall but that it might be later.

BMI Acquires AMP's Capital Stock

Rights to Catalogues Of AMP, 15 Foreign Firms Involved

ACQUISITION by Broadcast Music Inc. of the capital stock of Associated Music Publishers Inc.—described as "one of the world's greatest repertories of standard and classical music"—was announced last week [CLOSED CIRCUIT, July 28].

Publishing and performing rights to the complete AMP catalogue as well as the catalogues of 15 foreign music publishing firms were involved in the transaction.

AMP, which was organized in 1927, will continue operations under its own name as a wholly-owned subsidiary of BMI, according to the announcement which was issued jointly by Carl Haverlin, BMI president, and Harry Houghton, president of AMP.

Merritt E. Tompkins, one of the founders of AMP, who resigned as president of that organization in 1939 to join BMI, will assume the AMP presidency under the new BMI ownership. Mr. Tompkins is a vice president of BMI.

Offices of AMP at 25 W. 45th St., New York, will be maintained. The announcement said that AMP, in addition to publishing and acting as agent for standard musical works, scores and educational material, would take over the sale of editions of standard music published by BMI.

Performing rights in the AMP repertory, previously released under special license, will be available without extra charge for performances to all licensees of BMI, it was announced.

AMP Repertories

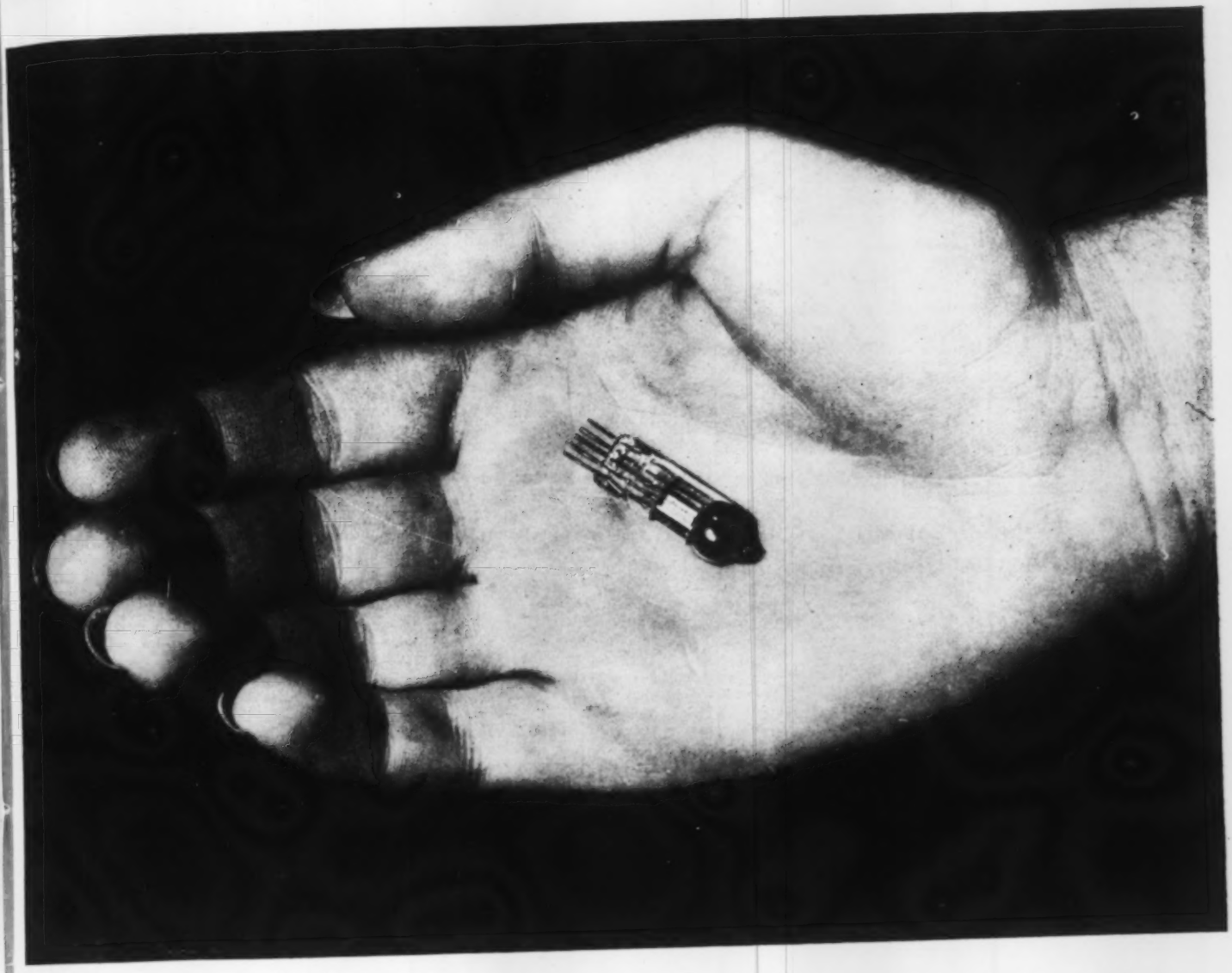
The AMP repertories, according to the joint announcement, range from the recognized editions of the great masters to works of such modern composers as Stravinsky, Hindemith, Schoenberg, Richard Strauss, Sibelius and Weinberger.

The AMP capital stock, formerly owned by the Associated-Muzak Corp., was sold to BMI, according to the announcement, "so that Associated-Muzak personnel can concentrate their efforts on the developments of the Muzak wired music service, the Associated transcription library, and the recording branches of Associated-Muzak's business."

Publishers represented by AMP include Breitkopf & Hartel, Leipzig; M. P. Belaieff, Leipzig; Ed Bote & G. Bock, Berlin; Editions Max Eschig, Paris; Julius Hainauer Ltd., London; Kahnt Schering Ed., Leipzig; F. E. C. Leuckart, Leipzig; Nagel Musica Archives, Hanover; B. Schott Sohne, Mainz; Schott & Co. Ltd., London; N. Simrock, Leipzig; Universal Editions, Vienna, as well as the serious music only of Doblinger Verlag, Vienna, and Wilhelm Hansen, Copenhagen.

In the catalogue of Breitkopf and Hartel, which was founded in 1719 and is said to be the oldest music publishing house in the world, are the original editions of compositions by Bach, Beethoven, Berlioz, Handel, Haydn, Mendelssohn, Schubert, Schumann and Weber, the announcement said.

Tens of thousands of compositions were said to be included in the AMP rights which BMI acquired.



Helping hand

That's a new type vacuum tube. It's used in modern hearing aids. Three such tubes are used (only one is pictured here) in one of the new hearing instruments now on the market. By the time the signal received in the first tube leaves the third tube, it is amplified 20,000 times.

It's a real helping hand . . . and just look how little it is! If you're a radio time buyer, and need a helping hand in boosting sales in Baltimore, the country's sixth largest city . . . the answer is W-I-T-H.

It's the successful independent station that delivers more listeners-per-dollar-spent than any other station in town.

If you want to be heard down here . . . put W-I-T-H on that list! It's the amplified helping hand in Baltimore!

W·I·T·H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Recording Standards Plan Revived

Put on NAB's Convention Agenda As Interest Abroad Grows

SPURRED by interest of other nations in standardizing equipment and recording techniques used by transcription and phonograph record companies, NAB will resume its war-interrupted project to attain complete uniformity.

Steps to revive the NAB Recording & Reproducing Standards Committee will be taken at an afternoon session Sept. 16 during the Atlantic City convention. The meeting will bring together transcription and phonograph record interests, along with makers of equipment and recording engineers.

The committee was formed June 20, 1941. It made recommendations that led to adoption March 20, 1942, by the NAB Board of Directors of 16 separate standards for transcriptions. Had not the war interrupted, the entire project might have been completed by the summer of 1942.

Value of broadcasting as a weapon for promotion of international understanding was demonstrated during the war, according to Lynne C. Smeby, consulting engineer, who instituted the original project in 1941 when he was NAB engineering director.

Mr. Smeby pointed out that while shortwave relay links can transmit the spoken word much of the time, cultural programs that bring peoples of various nations together often are garbled in transmission. Recording technique, if made to universal standards, can readily transmit cultural programs, he said.

Delegates to the Atlantic City telecommunications conference have informally voiced approval of the original standardization projects. Royal V. Howard, NAB Director of Engineering, has discussed the matter with them and is active in reviving the plan. He will be in charge of proceedings at the NAB convention session.

"The acceptance of NAB's preliminary standards has been most gratifying," Mr. Howard said. "The need for completion of the standards and possible minor modification of the existing ones is one of the most pressing of the industry's engineering problems. From a practical standpoint, it is expected that if standardization of the type envisioned can be achieved, not only can vast sums be saved the industry but more uniform and higher quality recorded programs would be presented to the public."

Original Standards

Original standards, as adopted in 1942 by NAB and by an important segment of the recording and manufacturing industries, cover 16 subjects. These are: Outer diameter, center hole diameter, turntable center pin diameter, outermost groove diameter, innermost groove diameter, uniformity of groove spacing, stopping grove, number of blank

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NORC Field Study Begins in November

NAB-Financed Survey to Analyze Public's Views on Radio Today

ACTUAL field work on the second project to learn what the public thinks about the broadcast service it receives will be undertaken next November by National Opinion Research Center, U. of Denver.

Plans for the survey, which will be financed by NAB, were discussed July 29 at a meeting of the NAB's research subcommittee in charge of the project. Meeting was held in New York.

First study was conducted in November 1945. Its results were analyzed and interpreted by Dr. Paul Lazarsfeld, Columbia U., and the late Dr. Harry Field, of the U. of Denver. Dr. Lazarsfeld has been invited to analyze and interpret results of the second study.

Though the first study has been attacked by anti-radio groups as biased and controlled, the questions actually had been designed to spur those contacted by investigators to tell all their complaints. The results were far beyond the fondest hopes of industry executives, and were made public just as FCC published its Blue Book, with criticism of specific station practices.

Any change in public sentiment, which did not reflect FCC's own ideas of what stations should provide listeners, will be developed in

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ABC Sets WOOD Resale for $850,000 To Harry Bitner and Unnamed Associate

RESALE of WOOD Grand Rapids, Mich., by ABC to Harry M. Bitner, Indiana and New Hampshire station owner and an unnamed associate for $850,000, was consumated last Thursday, subject to FCC approval.

The transaction, in compliance with the mandate of the FCC issued when ABC last year purchased the King-Trendle Broadcasting Corp. for $3,650,000, would leave the network with ownership of WXYZ Detroit as well as the Michigan Radio network.

Previously, ABC had entered into a contract for sale of WOOD to the Liberty Broadcasting Co., principal owners of which are Roy C. Kelly and Ray M. Veenstra. ABC's new action, it is understood, was premised upon failure to complete the previous sale.

Mr. Bitner and his associate would acquire WOOD in equal shares subject to assignment to a corporation to be created. The $850,000 figure includes profits which have accumulated from operation of the station by ABC since July 17, 1946 and which amount to roughly $100,000. The Commission mandate specified that ABC should operate the station in trust for the ultimate purchaser.

Mr. Bitner is principal owner of WFBM Indianapolis and WEOA Evansville. With Arthur Treanor, former Flint newspaper executive, he has contracted to purchase WFDF Flint from the Loeb Brothers for about $650,000 [BROADCASTING, June 23], a transaction now pending before the FCC. The senior Bitner and his son, Harry Jr., who manages WFBM, also are owners of WFEA Manchester, N. H.

WOOD operates on 1300 kc with 5000 watts and is an NBC outlet. Contract for purchase was completed in New York last week by Mark Woods, ABC president, and C. Nicholas Priaulx, vice president and treasurer of ABC, Mr. Bitner Sr., and his attorney Philip J. Hennessey Jr., of the Washington firm of Segal, Smith and Hennessey. Handling the transaction for ABC were Albert Zugsmith, executive vice president, and Howard Stark, radio director of the Smith Davis Corp., New York investment organization.

NAB Convention Clinics Lined Up

Wide Open Discussions Will Fill Monday's Agenda

WIDE open discussion of top broadcasting problems, with network, station and other industry specialists participating, will mark a series of four clinics to be held at the NAB convention in Atlantic City.

The clinics will dominate the convention agenda for Monday, Sept. 15. Full convention sessions do not open until Tuesday morning when President Justin Miller will deliver the keynote speech.

Plans for three clinics—sales managers, employe-employer relations and engineering—are about complete. Work is still in progress on proceedings of the program clinic. Front-rank specialists in the engineering field will adress that clinic [BROADCASTING, July 28].

Special registration fee of $5 will be charged for attendance at the clinics. This sum is in addition to the regular convention registration fee and includes a general Monday luncheon. The luncheon will break up into separate groups prior to the afternoon meetings.

Richard P. Doherty, Director of Employe-Employer Relations will be moderator of a panel covering that subject. It will be held 2:30-5 p.m. and will be off the record. Members of the panel will be Frank K. White, CBS; Earnest de la Ossa, NBC; C. L. (Chet) Thomas, KXOK St. Louis; Harold Essex, WSJS Winston-Salem; Herald Beckjorden, assistant executive secretary, AAAA; Samuel Ganz, assistant director, Wage and Hour Division, U. S. Dept. of Labor.

They will constitute a practical working panel of executives familiar with industry employment problems. The agency-advertiser side will be handled by Mr. Beckjorden. Messrs. White and Thomas are members of the NAB Employe-Employer Relations Committee. Mr. Essex is district chairman for the Fifth District.

Agenda of Panels

Specific problems will be assigned panel members for discussion purposes, not speeches. These topics will inspire questions from the floor, with Mr. Doherty directing discussion as well as taking part in the interchanges.

Topics listed for discussion include effect of the Taft-Hartley Act on network and station operation; musician situation; contract trends; hiring, training and supervision of personnel; bonus and salary compensation for management and staffs; wage scales; special fees.

Monday morning the Employe-Employer Relations Committee and district chairman will hold an executive session.

The sales managers clinic will be an all-day open session. The program was drawn up by a committee consisting of Lewis H. Avery, Avery-Knodel, chairman; Eugene Thomas, WOR New York, and Frank E. Pellegrin, NAB Director of Broadcast Advertising.

The sales managers clinic will be followed Wednesday afternoon by a general convention session on broadcast advertising, under present plans. An entire day was devoted to sales and advertising problems at the convention session last year.

Opening the morning sales session, which will be devoted to retail advertising, will be a sales promotion review directed by John M. Outler Jr., WSB Atlanta.

Demonstration of how stores use radio effectively will be conducted by the National Retail Dry Goods Assn., with four winners of the 1946 NRDGA retail contest forming a panel. Each will give highlight sketches of special techniques used by their stores, covering plan-

(Continued on page 74)

ANY OBJECTION TO A SALES INCREASE IN

PITTSBURGH

IT'S AMERICA'S SIXTH MARKET!

Yes, we said *sixth* market. And here's why!

Statistics show that Pittsburgh ranks tenth in population among U. S. cities. But that's only within "city limits."

In metropolitan area population, Pittsburgh stands much higher in the scale. And in *value of products,* the Pittsburgh area is *sixth* in the nation.

This is the highly productive, basic-industry region that KDKA covers with 50,000 watts of successful sales power. Not only Pittsburgh.. not only the city and suburbs.. but the entire tri-state region which embraces 117 counties in daylight, 194 counties at night (BMB).

As regional outlet for ever-popular NBC programs, and as the originator of local programs with a strong appeal to the Pittsburgh area's preferences, KDKA has won a large and loyal following. Your program on KDKA is the key to a sizable segment of America's purchasing power!

KDKA

PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc • KEX • KYW • WBZ • WBZA • WOWO • KDKA

NATIONAL REPRESENTATIVES, NBC SPOT SALES—EXCEPT FOR KEX • FOR KEX, FREE & PETERS

ALBERT MOFFAT, WLLH, WMAS PRESIDENT, DIES

ALBERT S. MOFFAT, president of WMAS Springfield and WLLH Lowell-Lawrence, Mass., died July 22 at the Massachusetts General Hospital in Boston after a short illness.

Mr. Moffat founded WMAS in 1932, after being affiliated with the manufacture of transformers and loudspeakers during the early days of radio. WLLH was launched in 1934 and a synchronized transmitter was added at Lawrence in 1937.

Born in Glasgow, Scotland, Mr. Moffat came to the U. S. at the age of 8. In addition to his broadcasting activities, he pioneered in the early use of X-ray equipment and colored motion pictures.

Surviving are his wife, Mrs. Ethel Moffat, two sisters and a brother.

REHEARSING for new weekly public service series of WWRL New York, *Let's Look at the UN*, are (l to r): Fred Barr, WWRL program director; Meade Davidson, station's news commentator and originator of series; Brig. Gen. Carlos P. Romulo, Philippine representative to the UN, and William H. Reuman, WWRL president. Program, designed to acquaint New Yorkers with men who represent various nations at UN, is recorded and presented to UN Radio Dept.

GONCE SEEKS TO SELL INTEREST IN KXXL RENO

SALE of the new KXXL Reno, Nev. (1230 kc, 250 w) by Chet L. Gonce to Edward Margolis, Frederick W. Kirske, and Byron J. Samuel for $30,000 was reported to FCC last week for approval.

The application said KXXL is "nearing completion and will be fully completed" before the proposed sale is consumated. Under the contract Mr. Gonce would deliver the station fully completed, paid for, and on the air. Purchasers would be responsible for operating costs and profits or losses after KXXL receives approval of equipment tests.

Each of the three purchasers would have one-third interest in the station. Mr. Margolis, of Reno, is president and 25% stockholder of Teletronics, manufacturers of electronics equipment, and of Continental Wired Music & News Co., which transmits news and music by leased wire. Mr. Samuel has had several years' experience as writer, producer, and announcer with San Francisco area stations. Mr. Kirske is owner of a clothing store at San Bruno, Calif.

Mr. Gonce told FCC that his son faces a major operation to correct a polio condition and that he wished to dispose of KXXL in order to spend full time with his son during his recuperation. He received the grant for the station last December in the business name of the Voice of Reno. He also has half interest in Voice of Fallon, grantee for 1400 kc with 250 w at Fallon, Nev.

The projected transfer is being advertised for competing bidders under FCC's Avco Rule, with rival applications acceptable at FCC for 60 days from July 30, according to the application.

WEBJ (250 w, 1240 kc) Takes Air in Alabama

WEBJ, new 250-w fulltime outlet on 1240 kc at Brewton, Ala., took the air last Friday (Aug.1) from its studios in Brewton's Lovelace Hotel.

WEBJ is owned by William E. Brooks and licensed to the Brewton Broadcasting Co. Staff consists of Howard C. Gilreath, general manager; J. C. Williams, chief engineer; Charles Herman, engineer; Frank Tucker, chief announcer, and Catherine Cosgrave, traffic manager and program director.

WEBJ uses AP news and Lang-Worth transcriptions.

CBC Postpones

OWING TO difficulty in obtaining hotel accommodations at Calgary, September meeting of Canadian Broadcasting Corp., board of governors, has been postponed from Sept. 8-10 to Sept. 17-19, it was announced by A. D. Dunton, CBC chairman at Ottawa.

Yes, WBIG-FM soon!

We're BIG

in music. we serve the musical center of north carolina and feature the best in music of all types.

greensboro, n. c.
5000 w. day & nite
columbia affiliate
edney ridge, director
represented by hollingbery

LET'S GO AMERICA

MICHIGAN'S GREATEST
ADVERTISING MEDIUM

WJR

50,000 WATTS

C. B. S.

THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

Represented by
PETRY

G. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.

OWEN F. URIDGE
V. P. and Gen. Mgr.

TELL IT TO IOWA'S "TWIN MARKETS" With WMT!

Want to reach *farmers?* Then reach 'em on WMT in Eastern Iowa—in the heart of the greatest farming country on earth.

Want to reach *factory* workers? Then reach 'em on WMT in Eastern Iowa—where half of the richest U. S. state's income derives from steady industries.

Whatever your story, you'll find a prosperous, loyal, listening audience in WMTland!

Ask your Katz representative for details.

SELL IT with WMT

CEDAR RAPIDS

The Station Built By Loyal Listenership . . . Now in its 25th Year!

BASIC COLUMBIA NETWORK

600 kilocycles 5,000 watts Day & Night Member: Mid-States Group

AVERAGE ¼-HOUR SETS IN USE IN N. Y. DROPS

THE AVERAGE quarter-hour sets-in-use in the New York area dropped from 23.1 in June to 21.1 in July, The Pulse Inc., New York, reported last week. The level of listening for July 1947 was 2% lower than that for July 1946.

Top 10 evening shows in July as reported by The Pulse were:

Walter Winchell 19.7, Suspense 13.3, Louella Parsons 10.3, Take It or Leave It 10.0, Mr. District Attorney 10.0, Boston vs. Giants (Tues., WMCA) 10.0, Inner Sanctum 9.3, Rooftops of the City 9.0, Crime Doctor 9.0, CBS Is There 8.7, Famous Jury Trials 8.7.

First 10 daytime programs listed were:

News-Harry Clark 5.8, Rosemary 5.2, Arthur Godfrey (7:30 a. m.) 4.3, Arthur Godfrey (11:15 a. m.) 4.8, Helen Trent 4.7, Grand Slam 4.7, Big Sister 4.6, News-P. Robinson 4.6, Ma Perkins 4.5, Breakfast in Hollywood 4.4.

First 10 Saturday and Sunday daytime shows were:

Chicago vs. Brooklyn (Sat., WHN) 7.7, Cincinnati vs. Brooklyn (Sun., WHN) 7.0, St. Louis vs. Giants (Sat., WMCA) 6.7, Yankees vs. Chicago (Sun., WINS) 6.0, News-G. Putnam 5.7, Frank Kingdon 5.7, Pittsburgh vs. Giants (Sun., WMCA) 5.7, Make Believe Ballroom (morning) 5.3, Theatre of Today 5.3, Children's Hour 5.3, One Man's Family 5.3.

WIBV at Belleville, Ill., Takes Air as Daytimer

WIBV, new Belleville, Ill. daytime outlet, began broadcasting last month with 250 w on 1060 kc.

Owned by the Belleville Broadcasting. Co, WIBV is staffed by Paul Wnorowski, general manager; John H. Schultz, technical director; Marvin M. Mollring, engineer; Marshall F. True, public relations; and John W. Lewis, secretary-treasurer. WIBV is represented nationally by Universal Radio Sales.

Frequency Changes

THREE REPEATER stations of CBR Vancouver changed frequencies on August 1. CBRA Revelstoke, B. C., changed from 560 kc to 860 kc; CBRF Fernie, B. C., moved from 940 kc to 860 kc; CBRL Williams Lake, B. C., moved from 940 kc to 690 kc. Changes were announced by Arthur Ellis, CBC regional engineer at Vancouver, and were effected to avoid any possible interference with new 1 kw station CJIB Vernon, B. C., opened August 1 on 940 kc. The repeater stations are 50 watt powered and operated without attendance, carrying full CBR program 16 hours daily.

WHTN Underway

HUNTINGTON W. VA.'S newest outlet, 1-kw WHTN, began daytime operation a fortnight ago on 800 kc. Mayor Douglas C. Tomkies and other city dignitaries gave welcoming messages on opening day. Licensee of WHTN is the Greater Huntington Radio Corp. Mike Layman is station manager and Arnold Silvert is program director.

TO HELP SAVE SOIL
New 1-kw N. Carolina Outlet Pledges Entire Facilities

WADE, new 1-kw daytimer on 1210 kc at Wadesboro, N. C., gave notice that it was taking its public service responsibility seriously from the moment it took the air July 23.

As a highlight of the opening day ceremonies, G. Fred Johnson, station manager, dedicated all of WADE's resources and facilities to immediate soil and water conservation treatment of every acre of farmland in the station's listening area. WADE is owned by the Anson Radio & Broadcasting Co.

Dedication was made following a transcribed appeal by Dr. Hugh H. Bennett, chief of the Dept. of Agriculture's soil conservation service and a resident of Anson County where the station is located. County has the distinction of being the first soil conservation district organized in this country just 10 years ago.

LEWISTON-AUBURN, ME., 5-kw OUTLET TO START

WLAM Lewiston-Auburn, Me., new fulltime, 5-kw ABC affiliate on 1470 kc will commence operations next week, according to announcement from general manager Frank S. Hoy last week. Licensee is Lewiston-Auburn Broadcasting Corp.

Station will be operated by following executive personnel: Elden H. Shute Jr., station manager; Gerald T. Higgins, commercial and promotion manager; Leslie R. Hall, chief engineer; William Finkeldey, program manager; Romeo E. Sansoucy, assistant commercial manager.

Announcers will be: Fred R. Haggerty, Donald Savidge, Robert Demers and George Gamble, Jr.

Traffic and copy writing department will be headed by Ernest Saunders, with Lala Jones as assistant. News editor is F. Parker Hoy. Cliff Gove is sports and news reporter. Musical director is Bert Cote.

Thomson Incorporates

ROY H. THOMSON, owner of CFCH North Bay, CJKL Kirkland Lake and CKGB Timmins, has incorporated his Northern Broadcasting and Publishing Co., and Thomson Publishing Co., into new million dollar The Thomson Co., Inc., Toronto. His interests include seven daily newspapers in Ontario and 42% interest in *Liberty of Canada*, weekly magazine bought in association with Jack Cooke, president of CKEY Toronto. New issue of $1,100,000 debentures in The Thomson Co. is being offered at Toronto by underwriting firm of Wood, Gundy & Co.

You can't cover California's Bonanza Beeline without on-the-spot radio

What *is* the Beeline? California's vast central valleys, plus the Reno corner of Nevada—that's the Beeline. And what a bonanza market it is! Beeline people annually spend more on retail purchases than *all San Franciscans and all Seattleites combined.*

To get your share of Beeline sales, be sure to use on-the-spot radio. Outside stations just can't deliver effective coverage . . . too many high, signal-stopping mountains around the Beeline.

Let the five BEELINE stations sell for you. Together they blanket this whole 2 Billion Dollar market . . . individually they rate ace high.

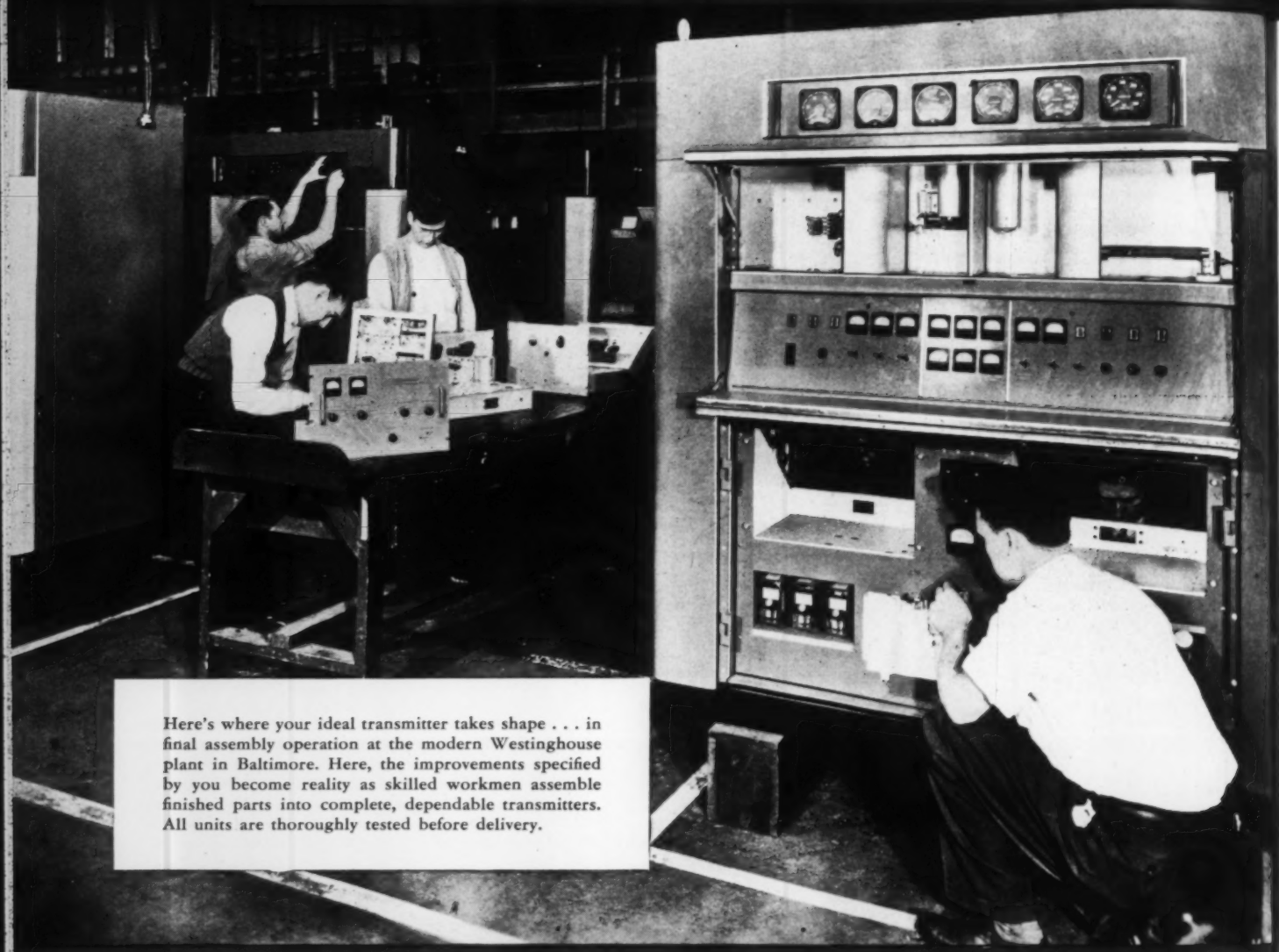
KWG Stockton, for instance, has been a local favorite for 26 years! These on-the-spot Beeline stations are not a network or a chain. You can buy them the way you want. Check Raymer for all the facts.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
10,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

Building the Transmitter



Here's where your ideal transmitter takes shape . . . in final assembly operation at the modern Westinghouse plant in Baltimore. Here, the improvements specified by you become reality as skilled workmen assemble finished parts into complete, dependable transmitters. All units are thoroughly tested before delivery.

SERVICE EVERYWHERE.....

Westinghouse has 17 parts warehouses, a staff of service engineers on 24-hour call and 35 maintenance and repair shops conveniently located . . . as close as your telephone. Factory trained communications sales engineers in your area are also ready to serve you.

More Information?

These new books will give you a complete picture of the operating advantages built into Westinghouse transmitters. Ask for B-3829 (1 and 3 kw, FM) or B-3850 (10 kw, FM).

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Electronics at Work

1, 3 and 10 kw FM Transmitters

...of your ideas!

. . . a truly modern design based on the recommendations of your industry and the years of experience of our own engineers in operating five FM stations.

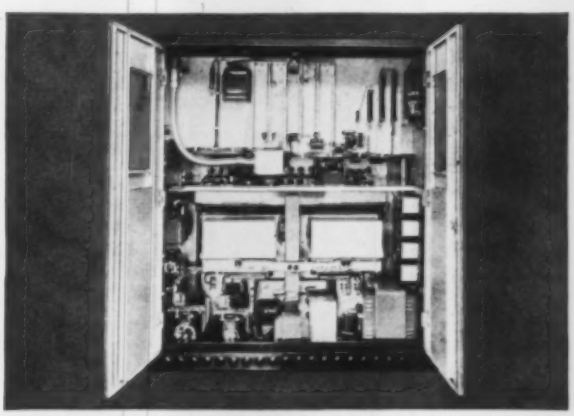
Now you can throw away the "can opener". You won't need one to get at the tubes—they're all within reach of your finger tips, from the front of the transmitter. This is what you asked for . . . and get . . . in all Westinghouse FM transmitters. And here are a few more of those "examples" which help to make your operating and maintenance job easier.

- **New 270° meters at eye level.**
  (You can see the grid and plate currents in all stages simultaneously.)
- **Visible, conventional-type tubes—nothing tricky.**
- **Fuseless overload protection and excellent shielding, lead covered wire.**
  ("De-ion" circuit breakers used throughout.)
- **No ¼-watt receiver resistors.**
  (Only heavy-duty resistors are used throughout.)
- **Individual voltage regulators for bus voltage and high-voltage rectifier.**

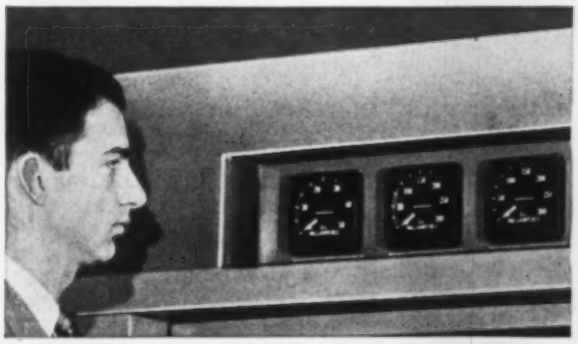
This "duo of experience" . . . yours and ours . . . assures these features, and more, in all Westinghouse FM transmitters—1, 3, 10, and 50 kw.

Your Westinghouse office will give you more details or you can write to us at P.O. Box 868, Pittsburgh 30, Pa. J-02105

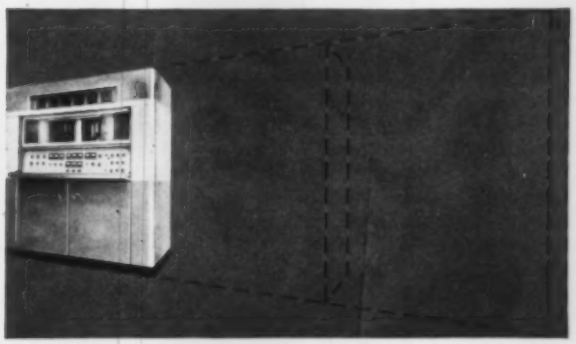
CENTRALIZED CONTROLS . . . all major controls are located on the front panel to make simultaneous adjustments easy. All tubes are replaceable from the front of the cubicle.



EASY TO MAINTAIN . . . full-opening doors, open vertical arrangement of components and power outlets, facilitate inspection and maintenance. All access doors are electrically and mechanically interlocked for safety of service personnel.



ONE-JOB, EYE-LEVEL METERS . . . new 270° circular scale meters are at eye level for easy reading. Each instrument operates in but one circuit, eliminating instrument switching.



BUILDING BLOCK DESIGN . . . your Westinghouse 3 kw, FM transmitter, a complete unit in a single cubicle, can be stepped-up to 10 or 50 kw simply by adding cubicles. Each added cubicle is a complete rectifier or amplifier within itself. Thus, a minimum of inter-cubicle wiring . . . your assurance of a quick, easy change-over.

FOUR UTAH-IDAHO NBC OUTLETS IN REGIONAL

FORMATION of a new regional group called the Utah-Idaho Network and consisting of the four NBC affiliates in those states was announced last week.

The stations, which will be sold nationally as a packaged network, are KDYL Salt Lake City, KIDO Boise, KSEI Pocatello and KTFI Twin Falls.

Sales manager for the new network is George Provol, who is in charge of national sales for KDYL. John Blair and Co. will represent the new group, which will headquarter in the Tribune-Telegram Bldg., Salt Lake City.

WBZ-FM Boston is increasing its broadcasting day to seven hours, using a schedule of 3 to 10 p.m. Station also is changing frequency from 100.7 mc to 92.9 mc, effective Aug. 10.

Nations With Free Enterprise Radio Unenthused Over UK Committee Idea

DELEGATES to the International Telecommunications Conference in Atlantic City, notably those in the western hemisphere, view with a jaundiced eye the proposal of the United Kingdom for formation of an International Consultative Committee for broadcasting throughout the world.

Introduced in mid-July, the proposal looks toward creation of a general consulting committee on broadcasting proposing international cooperation in the operation of broadcasting services. There are at present consultative organizations in the International Telecommunications Union (ITU) covering all fields save broadcasting.

It was felt that adoption of the proposal was far from imminent. While no formal opinions were expressed, delegates and observers representing the United States and the Latin American countries feel there is nothing in such a proposal to recommend itself to nations which operate under the free enterprise system as against the monopoly system invoked in Great Britain and throughout the British Empire. In some quarters it was said such a proposal would be "disastrous" since the British system and the free enterprise systems have nothing in common.

Other proposals before the Conference relate to establishment of an international organization to govern the conduct of high frequency (international) broadcasting services, to be considered when the third telecommunications conference gets under way Aug. 15. The UK proposal, however, goes far beyond that and would deal with all aspects of broadcasting—low band, medium band and high frequency.

Because there are no mutual technical interference problems which exist on conventional broadcasting channels, as distinguished from the international bands, the attitude of American broadcast observers is that no need exists for worldwide study of such matters.

Advisory Only

The British proposal (Document 570-RE) suggested that the organization function only in an advisory capacity in a manner similar to that in which the other consultative committees of the Union perform. It would study and draw up recommendations on technical questions relating specifically to broadcasting and methods of international transmission and exchange of program material. It would, through regional committees, prepare provisional plans for allocation and use of frequencies for all broadcast services for consideration by the international and the regional broadcasting conferences. Another service would be that of advising other international organizations on nontechnical matters relating to broadcasting which depend for their solution upon technical considerations.

The proposal stated further that the CCIB should normally confine its studies to technical broadcasting questions and that nontechnical matters, such as programming, should be left to consideration of the United Nations. The CCIB would be made up of experts from both government and broadcasting operating agencies recognized by their respective governments.

The proposed organization, under the British proposal, would be made up of five separate committees: (1) European region; (2) North American; (3) South American; (4) other regions; (5) Tropical broadcasting. An international committee, comprising representatives nominated by the various regional committees, would advise the international radio conference at the high frequency broadcasting conference on broadcast matters including proposals for specific frequency allocations to nations.

MAKING FRIENDS ON THE FARM, TOO

WSBT covers a true cross-section of America's industrial-agricultural population. With increased power, WSBT gives increased service to farmers as well as city folks. One example of this service is "Farm Report," the newest WSBT program. It is aimed directly at the rich farm market of Indiana and southern Michigan.

WSBT makes friends everywhere it goes. Today, with increased power and increased service, it is making them fast—in the city *and* on the farm.

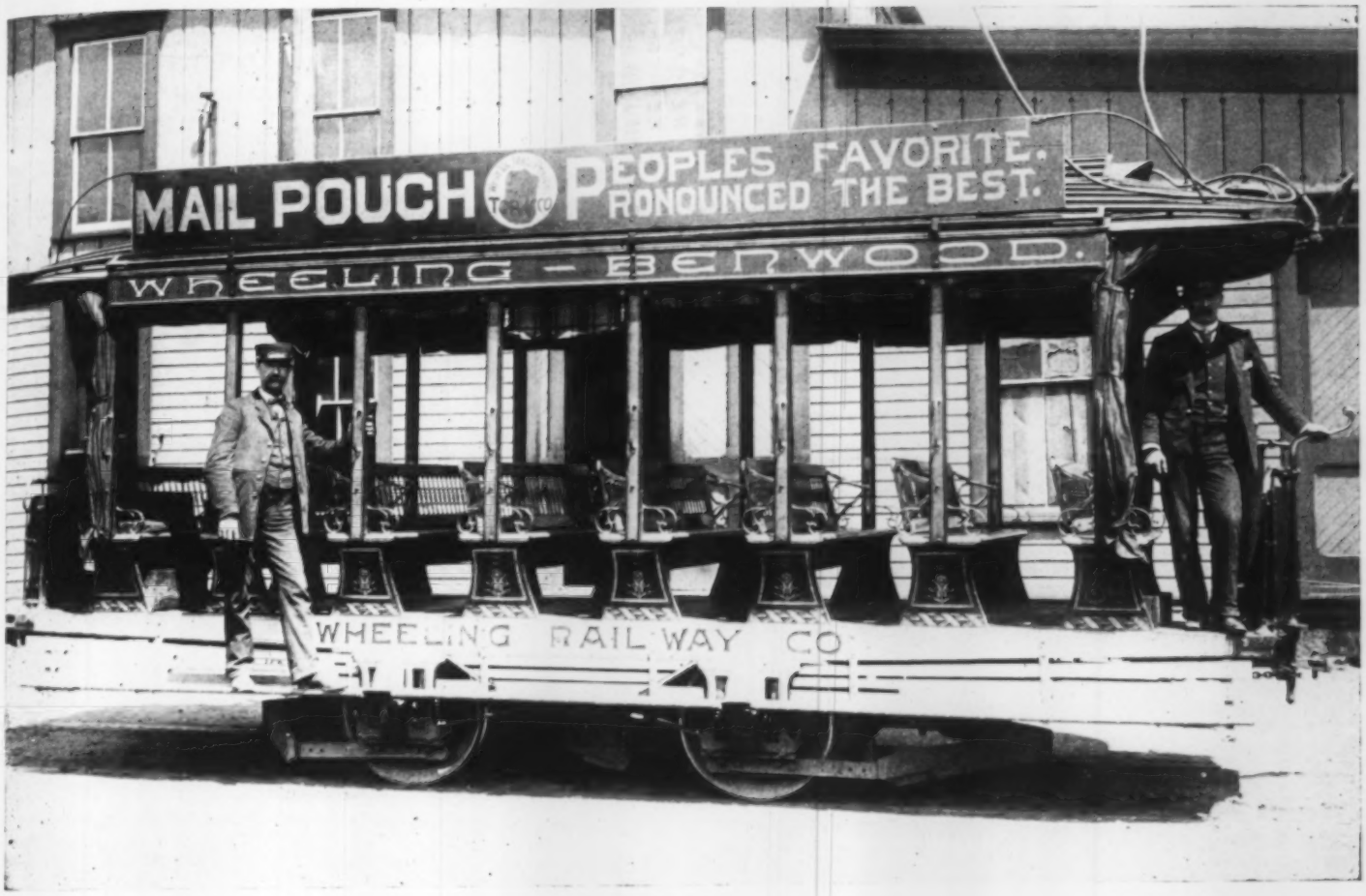
960 KILOCYCLES
COLUMBIA NETWORK

WSBT
SOUTH BEND
5000 WATTS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Installs Video Set

INSTALLATION of a DuMont teleset in the St. James Theatre, Asbury Park, N. J., has resulted in wide interest on the part of the theatre's patrons, Ernest A. Marx, television receiver division manager of DuMont Laboratories reported last week. About 200 persons gather to watch night baseball and the fights, operators of the theatre estimate, and in addition, more than 125 people buy tickets to watch television only.



AIR-CONDITIONED . . .

In the gay nineties the open-air trolleys of Wheeling's street railway system were really air-conditioned . . . as this old photograph will testify.

Air-conditioning, as it is known today, was unheard of then . . . but you don't have to look twice to see that advertising wasn't.

Even in the good old days Mail Pouch Tobacco Company of Wheeling knew a good media when it saw one, and that's why this experienced advertiser is using WWVA today. Because with a proved basic programming policy plus the effectiveness of the Columbia network, WWVA is daily blanketing over six million people in the highly industrialized states of Ohio, West Virginia, Pennsylvania, Maryland, and Virginia . . . . right in the heart of the steel and coal belt of the nation!

See a John Blair Man!

50,000 WATTS

WWVA

WHEELING, W. VA.

A FORT INDUSTRY STATION

NOW WITH CBS

COLORADO'S GOVERNOR, Lee Knous, wire-records conference with newsmen July 21 during first of series of five one-week clinics at U. of Denver on various phases of small market radio operations [BROADCASTING, July 28]. Standing in front of governor (l to r): Pete Peterson, KLZ news chief; Hugh Terry, KLZ manager; Art Stringer, NAB special events man.

Stern FCC Warning on 'Wired Wireless' Follows Reports of Indiana Operations

REPORTS of projected "wired wireless" broadcast operations in one or more communities of southern Indiana, and also in Alaska, prompted FCC last week to start an investigation and issue a stern three-page warning against illegal operations.

"There is no provision under the low-power rules which countenances the establishment of a station comparable to presently authorized broadcast stations," the Commission declared.

"By no stretch of the imagination can it be interpreted that the Commission intended low-power devices [used for control purposes] to be converted into stations for communicating through space by radio, employing call letters selected at random, operating on frequencies assigned to the standard broadcast band, and broadcasting commercial announcements."

FCC did not identify the towns where this type of "gas pipe network" operation purportedly is planned. Commission sources did say that some broadcasters in the areas had expressed alarm. The announcement declared that apparently the equipment "is being supplied by firms or agents with the mistaken assurance that this type of operation does not come under Commission jurisdiction. There is further indication that the operators, also, are not familiar with Commission requirements."

Some instances of advertisements urging the public to buy and operate equipment of a similar nature also were reported.

FCC warned:

Unlicensed radio operation, which normally results when low-power devices exceed the limitations provided, create a definite menace to important communications and may subject the operator to serious penalties provided for in the Communications Act, including a maximum fine of $10,000 or two years' imprisonment, or both.

Generally, it was pointed out, low-power devices do not need FCC authorization if used primarily for control purposes and if the radiated energy does not exceed 15 microvolts per meter at a distance less than 157,000 feet divided by the frequency of the operation in kilocycles. In the broadcast band, maximum permissible field intensity is 15 microvolts per meter within 98 to 285 feet, depending upon the frequency.

Power Line Tie-ins

While not identifying the communities in which wired wireless operations have been reported, FCC authorities asserted that the procedure involved tie-ins with power lines to carry recorded musical programs, and advertising from neighborhood stores, to nearby residents.

The Commission cited the so-called campus radio of the Intercollegiate Broadcasting System as conforming with FCC's low-power rules.

It was emphasized that low-power devices must in all cases meet certain technical requirements. Competent engineers, FCC said, should in all cases be employed to provide exact field intensity measurements before any low-power device is used extensively. A further example of the need for expert engineering tests and maintenance was seen in the fact that even low-power devices "may be accidentally or intentionally coupled to radiating antennas or power supply lines so as to interfere with radio reception."

The announcement said FCC and its field offices "will be glad to answer any inquiries concerning use of low-power devices."

Dakota in a Dither

LISTENERS' faith in a station can be an awe-inspiring responsibility, as WNAX Yankton, S. D., now knows only too well. A few days ago a WNAX announcer said the time was 6 p.m. So the Bridgewater, S. D., chief of police—and we quote him—"pressed the button on the city siren for the six o'clock signal." The volunteer fire department thought there was a rural fire, and rushed to their posts, and several business people left their jobs thinking it was closing time. Trouble was it was only 5:30. Accustomed to getting the correct time from WNAX, people didn't consult clocks, just accepted the station's word for it. After a letter from the confused Bridgewater police chief, WNAX sent an apology to him and to the town for causing such tumult.

Right on the heels of four years of bumper crops comes a record-breaking 1947 harvest . . . more wheat than ever before in history. All through WIBW's 5-state service area, farm families are unbelievably rich . . . and buying.

These First Families of Agriculture listen to WIBW more than any other station.* That's because we've *always* been programmed to best serve their interest, convenience and necessity.

To do a complete sales job in this richer-than-ever area, you *must* have WIBW.

*Kansas Radio Audience 1946

Serving the First Families of Agriculture

WIBW Topeka KANSAS WIBW-FM

CBS

BEN LUDY
Gen. Mgr.
WIBW-KCKN

Rep.: CAPPER PUBLICATIONS, Inc.

We are Happy to Announce the Appointment of

JOHN D. "JACK" ALLISON

VICE-PRESIDENT – NEW YORK OFFICE

T·H·S

TAYLOR-HOWE-SNOWDEN

Radio Sales

SALES OFFICES: New York • Chicago • Dallas • Los Angeles • San Francisco

KFIZ Fond du Lac, Wis.

"For the past four months we have had the G-E consolette in constant operation and are thoroughly sold on it, because it is adaptable to almost any operation. Its versatility and accessibility make it 'tops' in studio control."

LYNN N. FAIRBANKS, *Gen'l Mgr.*

WSYR-FM Syracuse, N. Y.

"For on-the-air reliability we've found that the G-E 3 kw. FM transmitter fully meets our performance specifications. It was easy to install—easy to maintain. We have no worries about this transmitter ever failing us."

A. G. ELLE ISLE, *Chf. Eng.*

WFJS Freeport, Ill.

"We have been using the G-E consolette for six months, and are more than happy with its design and flexibility."

THOMAS C. MOERS, *Sta. Mgr.*

WEAW Evanston, Ill.

"General Electric quality equipment and prompt service are important when a small station undertakes independent commercial operation, and both have proved of value to us."

EDWARD A. WHEELER, *Pres.*

IN FM

Station after station tells the story .

AS we go to press, 155 General Electric FM transmitters are on the air or being installed in broadcasting stations. Each week more and more G-E FM equipment is being shipped to buyers everywhere.

Pioneer in FM, General Electric is the leader in extending this finer system of broadcasting to all America.

WMLN Mt. Clemens, Mich.

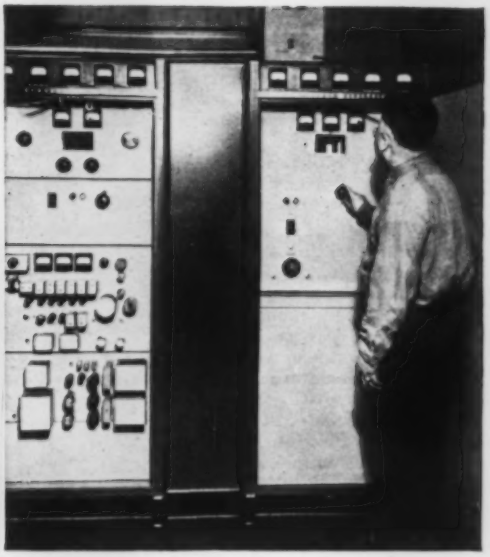
"The outstanding flexibility of the General Electric consolette provides us with finger-tip control of all broadcasting features plus monitoring, auditioning, and extra program amplifier in one compact unit."

W. A. SCHATTLER, *Chf. Eng.*

KOCS Ontario, Cal.

"KOCS is designed and built for maximum efficiency and performance in every detail. We are delighted in that respect with our G-E FM transmitter. It's a top performer."

JERENE APPLEBY HARNISH, *Pres.*

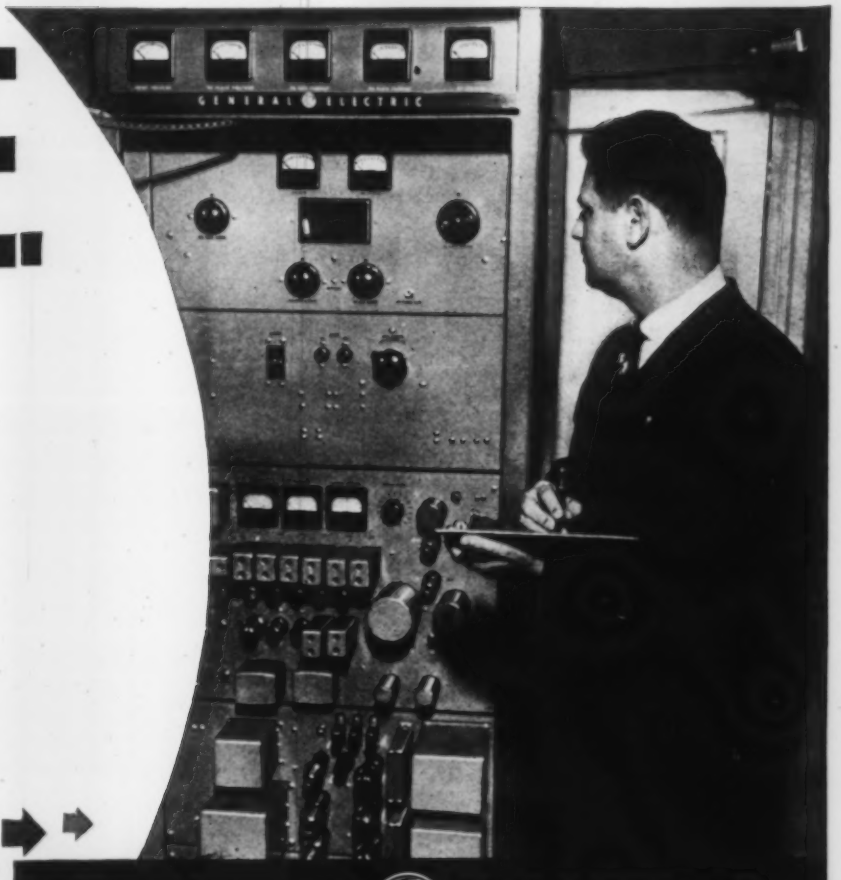


WEBC Duluth, Minn.

"The G-E FM transmitter was very easy to place in operation. The radio frequency stages tune up properly, and there are no trick adjustments to make in order to keep the transmitter functioning properly."

W. H. LOUNSBERRY, *Chf. Eng.*

IT'S G.E.



General Electric FM equipment is available for every need.

Station owners and engineers go all out for G-E equipment. Read what they say. Then call your nearest G-E radio sales engineer, or write *Electronics Department, General Electric Company, Syracuse 1, N. Y.*

WTRI Troy, N. Y.

"General Electric's 250 watt FM transmitter obviously was built with an eye on economy to the user. Its components are all assembled in logical order for instant installation and easy maintenance. Per hour of operation, we find the cost is far below our expectations."

ALBERT H. CHISMARK, *Chf. Eng.*

GENERAL ELECTRIC

160-F7-6814

LEADER IN RADIO, TELEVISION AND ELECTRONICS

KBUR - FM BURLINGTON ON 11-HOUR SCHEDULE

KBUR-FM, which began operation at Burlington, Iowa, July 21 on a four-hour-a-day schedule, extended its schedule to 11 hours six days later and is now on the air from 12 noon to 11 p.m. daily, Gerard B. McDermott, general manager, announces.

The station, operating on channel 225 (92.9 mc), is functioning on an interim basis radiating 8 kw, and is using a Westinghouse 3-kw transmitter with a Western Electric cloverleaf antenna. Antenna, now located in downtown Burlington, later will be moved seven miles west of the city and will be supported by a 510-ft. tower, according to Mr. McDermott.

ABC programs without music broadcast over KBUR also are presented on KBUR-FM.

WOMEN'S WEAR turned to regional radio when Mode O'Day Corp. (retail apparel chain), Los Angeles, began sponsorship of *Erskine Johnson in Hollywood* on 43 Don Lee stations. On hand for initial broadcast were (l to r): Donald Breyer, account executive of Brisacher, Van Norden & Staff, Los Angeles; Jack Merner, advertising manager of Mode O'Day Corp.; Charles Arlington, program announcer; Floretta McDonald (Hilliary of Hollywood); Erskine Johnson; William A. Diage, Mode O'Day general sales manager; Henry Gerstenkorn, assistant general sales manager of Don Lee.

KVER HOLDS FORMAL OPENING CEREMONIES

FORMAL OPENING ceremonies for KVER Albuquerque took place yesterday (Aug. 3) for the city's newest station. Included on the program were city and state officials, men of prominence in civic and business circles of Denver.

Operating on 1490 kc with 250 w power, KVER will be heard by more than 20% of the population of New Mexico. As a part of the Intermountain Broadcasting Co., KVER is the second station to be opened by that company. KSVP Artesia, N. M., has been on the air for about six months and the company holds a CP for a station in Alamagordo, N. M.

When all construction is completed the combined facilities of the three stations will be known as the Great West Network. All three stations will be represented by Donald Cooke Inc., New York.

General manager of the Intermountain Broadcasting Co. and manager of KVER is J. C. Cole. Heading the new station's staff is S. V. Patrick, president, construction contractor.

Midwest Broadcasting Co. Assigned Call Letters

MIDWEST Broadcasting Co., licensee of recently granted AM and FM stations in Milwaukee, has been assigned the call letters WMAW and WMAW-FM. The stations are under construction and it is anticipated both operations will go on the air simultaneously later this fall. WMAW has 5 kw on 1250 kc, while WMAW-FM has channel 271 (102.1) with 10 kw power.

Officers are Clifford A. Randall, president; George E. Inghram, vice president; Oliver J. Vivian, treasurer. Other directors are John A. Fleissner and Ray C. Borchert.

3 Texas MBS Affiliates Organize Cactus Network

THREE WEST TEXAS stations, affiliates of MBS and the Southwest Network, announced last week that they had formed a new regional group, the Cactus Network.

The group, comprising KIUN Pecos, KVKM Monahans, and KVLF Alpine, is currently set up as a special events hook-up, but plans call for transmission of a daily schedule. KIUN Manager Jack Hawkins is president of the organization and Charles Stuckey, KVKM manager, is vice president.

Delegates Visit RCA

RADIO technical experts from the various national delegations attending the International Telecommunications Conferences at Atlantic City are visiting the plants and facilities of RCA Communications in New York, Riverhead and Rocky Point, L. I., and the RCA laboratories at Princeton as guests of RCA in a series of weekend field trips. Each trip includes 25 to 50 technicians, accompanied by translators and guides.

A POPULATION HAS CHARACTER

. . . And that character can be measured in many ways—by income buying habits or tastes—depending upon the information you need . . . But, in the Nashville area population is divided into 156,908 families with average incomes over $2,500—well above the national average . . . And their buying power increased *1000%* from 1935-45*. . . There's ample sales potential, so, sell those buying families while they are tuned to favorite programs broadcast by WSIX.

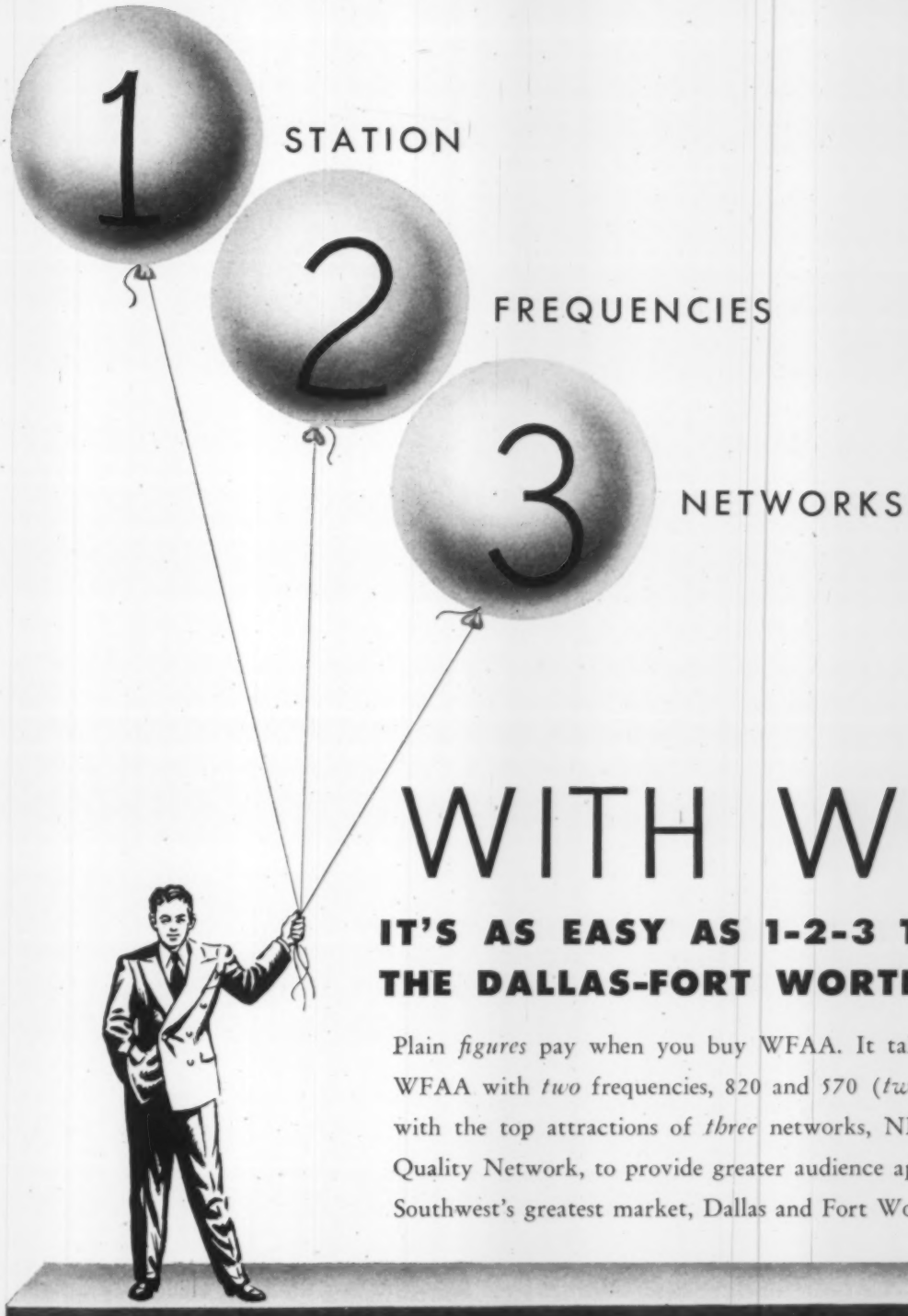
*From 1947 report of Tenn. State Planning Board

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

AMERICAN • MUTUAL
5,000 WATTS • 980 KC

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy



WITH WFAA

IT'S AS EASY AS 1-2-3 TO COVER THE DALLAS-FORT WORTH MARKET

Plain *figures* pay when you buy WFAA. It takes only *one* station, WFAA with *two* frequencies, 820 and 570 (*two* audiences, too) . . . with the top attractions of *three* networks, NBC, ABC and Texas Quality Network, to provide greater audience appeal . . . to cover the Southwest's greatest market, Dallas and Fort Worth.

Snake Tail

A THREE-FOOT garden snake climbed a transmission pole near Columbia, S. C. recently and became entangled in a 13,200 volt tieline. Its tail rested on a cross-arm making a perfect ground which caused a power failure and forced WIS Columbia off the air. The station went off the air at exactly 8:16 a. m.—just one minute and 15 seconds after the "World News Roundup" had concluded. The station returned to normal service a few moments later, but WIS engineers think the snake was very considerate in awaiting the sign-off since the program is sponsored in the WIS area by the local power company.

Willard Calls for Continued Freedom Of Broadcasting in Virginia Speech

EXTENT of individual freedom in America can be measured by the barometer of the freedom of broadcasting, A. D. Willard Jr., NAB Executive Vice President, declared Tuesday at the "Freedom of Speech Night" held in connection with the State of Virginia's historic pageant, "The Common Glory."

Recalling that Thomas Jefferson recognized, as have other great leaders, that the power to license is the power to censor, Mr. Willard said, "As long as radio is licensed, and that process would seem inevitable, broadcasting will be the first front attacked in any effort to limit our freedom."

The "Freedom of Speech Night" was first of four dedicated to the four freedoms—speech, assembly, religion and press. The pageant, composed by Paul Green, traces the historic development of Virginia with special reference to the life of Jefferson.

Contrasting the Jeffersonian principles with those of the Nazi dynasty, with its reliance on controlled radio, Mr. Willard said: "In America we have a free radio. Its freedom—to operate as a constant check against insolence of office (which was the Jefferson concept of a mass medium's purpose in society)—its freedom is limited only by the law, and the administration of that law, under which it operates.

"When one considers the purpose of a mass medium in a society of free men, and even the method by which the purpose is accomplished, there is little difference between the newspaper and the broadcasting station.

"At this moment there are those associated with the commission which licenses broadcasting who would concern themselves not only with the assignment of radio signals, as provided by law, but with the program matter which traverses those signals . . . The greatest danger to individual freedom is that those who govern us, even if by our own selection, should limit our freedom as well. They never have in this nation, and the principal reason they never have is because we have had a free press; a free and vigilant press, which has kept the people in day-to-day communion with the activities of their elected leaders.

"Without that free press we would not survive long as a democracy. And I say to you that without a free radio, we will not have for long a free press. For an encroachment upon one is an encroachment upon all. So you see, we in broadcasting find special meaning in this magnificent pageant which is being presented in the great State where our freedom was born."

Mr. Willard's speech was carried by delayed broadcast over a statewide network of six stations. He was introduced by Campbell Arnoux, WTAR Norfolk, NAB District 4 Director.

WJR M. C. RON GAMBLE (l) receives Distinguished Service Certificate from Major Stanley, representing commanding general of Fifth Army. Mr. Gamble, a former Army captain, won citation for his voluntary efforts and outstanding achievement on behalf of Army Recruiting in Fifth Army area.

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
KANSAS CITY
SAN FRANCISCO
LOS ANGELES

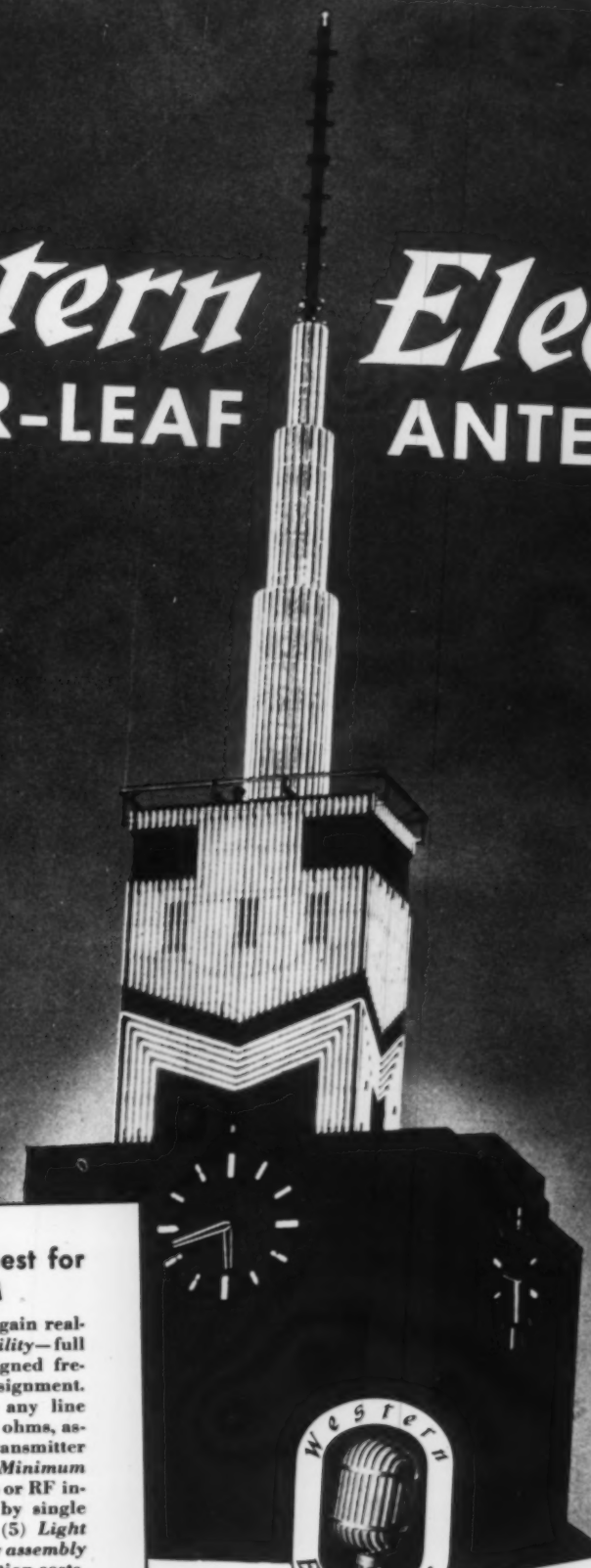
WMOB Mobile, Ala.
WLAY Muscle Shoals, Ala.
KTHS Hot Springs, Ark.
KFMB San Diego, Calif.
KWKH Shreveport, La.
WRBC Jackson, Miss.
WCPO Cincinnati, Ohio
WORD Spartanburg, S. C.
WTJS Jackson, Tenn.
WNOX Knoxville, Tenn.
WMC Memphis, Tenn.
KRIC Beaumont, Texas
KWBU Corpus Christi, Texas
KAND Corsicana, Texas
KRLD Dallas, Texas
WCHS Charleston, W. Va.
WBLK Clarksburg, W. Va.
WSAZ Huntington, W. Va.
WPAR Parkersburg, W. Va.

MBS Outlets of 1-50 kw Increased 90% In Year

AN INCREASE of 90% in one year in the number of MBS stations of 1 kw to 50 kw was reported last week by Bob Schmid, MBS vice president in charge of station relations, who stated that within the 12-month period prior to July 15, 1947, the network's total of stations in this power range increased from 74 to 142.

The report showed that during the year 46 Mutual stations received increases in power ranging from 1 kw to 50 kw and that 22 more key area stations in this power range joined the network.

Western Electric
CLOVER-LEAF ANTENNAS



This one is at
KERA
Dallas, Texas

Here's why they are best for broadcasting FM

(1) *True Circular Pattern*—full gain realized in all directions. (2) *Flexibility*—full gain realized regardless of assigned frequency or change in frequency assignment. (3) *Efficient*—exactly matches any line impedance between 50 and 100 ohms, assuring maximum delivery of transmitter output to the service area. (4) *Minimum Maintenance*—no gas filled lines or RF insulators on the antenna—fed by single coaxial line from transmitter. (5) *Light Weight, low wind loading, speedy assembly and erection*—all reduce installation costs.

Get full details from your local Graybar Broadcast Representative, or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Western Electric

Distributed by GRAYBAR
OFFICES IN 95 PRINCIPAL CITIES

—QUALITY COUNTS—

*90%
NIGHT AUDIENCE
and

*89%
DAY AUDIENCE!..
* B.M.B.

. . . that's in the
"Triple market"★
listening area
of

KROC
ROCHESTER
MINNESOTA'S INTERNATIONAL MARKET

★ **INTERNATIONAL.** 350,000 International visitors from all parts of the world visit Rochester every year and KROC is their only static-free station.

★ **METROPOLITAN.** 34,000 able-to-buy consumers live and work in Rochester, where some of the largest plants, hatcheries and canneries in the world are located.

★ **RURAL.** 87,200 Rural consumers reside in the KROC primary coverage area . . . listen and respond to NBC's top stars and local interest programs.

	Population	Families	Radio Homes	% Radio
Primary Coverage Area	256,453	65,272	59,030	90.0
Secondary Coverage Area	252,557	66,075	58,529	88.6
Total Primary & Secondary	509,010	131,347	117,559	89.4

Plus 350,000 annual International Visitors . . .
RESULT: $350,532,000 annual Retail Sales in the KROC Triple Market Area.

EVERYONE DIALS TO KROC
Established 1935
NBC
Minnesota Network
Northwest Network

IN ROCHESTER, MINNESOTA
Nationally represented by the John E. Pearson Company

FCC Appointee Jones Wins Added Praise From Republican, Democratic Colleagues

TESTIMONIALS to Robert F. Jones, new appointee to FCC, continued to come from his Congressional colleagues last week as they packed their trunks for the long summer recess.

Mr. Jones himself was packing for a final vacation in his home town of Lima, Ohio, before being sworn in as a member of the Commission Sept. 3. His secretary will be busy meantime crating records and other properties accumulated by Mr. Jones during almost ten years of continuous service on Capitol Hill.

Many of Mr. Jones' colleagues recall with admiration his record as a member of the minority and later, for a short time, the majority party.

Ex-speaker Sam Rayburn — remembered by radio men as chairman of the Interstate Commerce Committee which reported out the original radio law of 1934—commented that "he is going to a Commission which I think will not be hurt by the infusion of some Bob Jones blood."

Horan Concedes Ability

Rep. Walt Horan (R-Wash.), who sharply opposed Mr. Jones' action in so severely cutting the appropriation for the Interior Dept., declared: "All of us admire a legislative craftsman, and Bob Jones in his handling of the Interior appropriations bill, even though we in the West do not agree, proved himself to be one of great ability."

Rep. John C. Kunkel (R-Pa.) said: "I have always respected his sincerity, his integrity and particularly his ability. I have never seen or heard anyone handle an appropriation bill on the floor of the House of Representatives with more judgment, clarity, finesse and ability than that exercised by Robert F. Jones, of Ohio."

During the closing week of Congress virtually the entire membership had risen to applaud Mr. Jones for his record and his achievement in gaining the President's appointment to FCC. The most ringing tribute had come from the senior member of the Ohio delegation, Thomas A. Jenkins (R) who reminded the House that Mr. Jones had come there as one of its youngest members and left as still the youngest member of the Ohio delegation.

"It is of his personal qualification," said Mr. Jenkins, "that I comment with the most pleasure. He is a most wholesome and personable young man. I know of no young man who has developed faster, and more deservedly during my time in Congress."

Thus, Democrats and Republicans alike joined in wishing the new Commissioner well and predicting great success for him.

WJPF COVERS
Full News of Mine Disaster Aired by Station

WITHIN a minute or two after the explosion in the Old Ben Mine No. 8 at West Frankfort, Ill., July 24, WJPF Herrin, Ill. checked with the mine's superintendent and had the news on the air. These reports from first-hand sources were broadcast by WJPF's Fred Reinhardt along with a UP bulletin quoting the Illinois Dept. of Mines and Minerals that such an accident had been reported and that rescue teams were on the way.

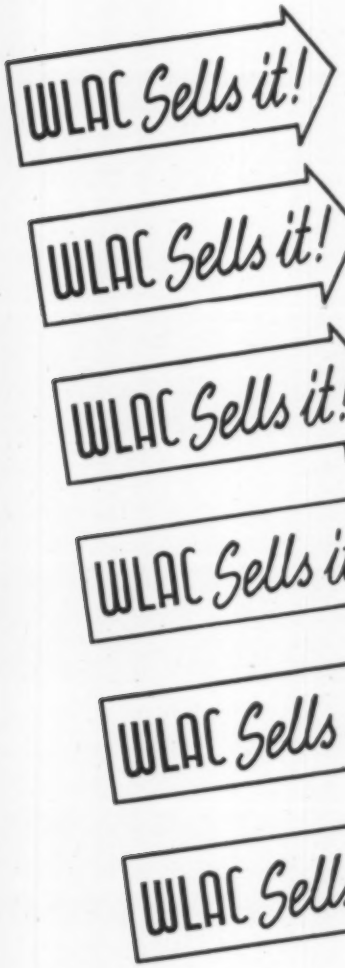
The bulletin interrupted the Giants-Cardinals baseball game being broadcast from St. Louis. KXOK and KSD St. Louis picked up the WJPF flash, quoting Mr. Reinhardt, according to WJPF officials.

An hour after receiving the first information, Mr. Reinhardt went to the mine and after interviewing Superintendent Roy Adams called in his story from a nearby home, which was the closest phone to the disaster scene. For the first two hours WJPF broadcast bulletins every half hour. At 10 p. m. Mr. Reinhardt recorded a 15-minute interview at the mine as the first of the 22 bodies were brought from the shaft. This was broadcast at 11:15 p. m.

FIVE BAY-STATE radio stations were given citations by the American Legion, Dept. of Massachusetts during its annual convention in Boston. Awards were made for the stations' services during 1946-'47 to the Legion's blood donor committee. At the presentation ceremony were (l to r): Lieut. Gov. Arthur W. Coolidge, Massachusetts' acting chief executive; Chick Morris, WBZ special events director; Maj. William Shea, WHDH; Harold B. Morrill, WLAW general manager; Charles F. Neilan, chairman of blood donor committee. WEEI and WCOP also were awarded citations.

On WLAC, it's advertising plus that sells your product!

It's those "extras" that pay off! It's the confidence of WLAC listeners . . . the knowledge of the market area . . . and the "know how" of putting your story across! Here's proof!



6:00 A.M. STRIP: LIGHTNER CHICKS minute announcement. 4 weeks, 1,381 ($6.95) orders for 138,100 chicks. Average 345 orders per week.

6:45 A.M. STRIP: SUNWAY VITAMINS ¼ hour. 4 weeks, 3,631 ($1.00) orders, an average of 908 orders per week. "Fan" mail on same show, 3,618. Total mail, 7,249; an average of 1,812 per week.

9:00 A.M. STRIP: FIRESIDE COFFEE ¼ hour. One week, picture offer, 586 requests with top-of-coffee-bag (50c coffee) enclosure.

4:45 P.M. STRIP: FAMOUS FEEDS ¼ hour. 3 weeks, 2,437 contest letters, an average of 812 per week.

11:00 P.M. STRIP: STERLING BEER hour. 4 weeks, 2,444 "fan" letters (no offer), an average of 611 pieces per week.

SPECIAL—LOVEMAN'S: ¼ hour strip for six weeks at 9:15 A.M. (April-May, 1947) caused 161 women to make and enter dresses in Loveman's Department Store "Sewing Contest".

"Gateway to the Rich Tennessee Valley"

WLAC
NASHVILLE

CBS

50,000 watts

Represented by the Paul H. Raymer Company

5 NEW ABC AFFILIATES TO BRING TOTAL TO 260

ADDITION of five new affiliates, including WRWR Albany, was announced by ABC last week. WRWR will replace WOKO Albany on Dec. 1 [BROADCASTING, July 28], bringing the network's total number of stations to 260.

KFDF Wichita Falls, Tex., now under construction, joins ABC on Oct. 1 as a member of network's Southwestern group. Owned by the Wichtex Broadcasting Co., KFDF will operate fulltime with 5 kw daytime and 1 kw nighttime on 990 kc. Darrold Cannan will manage the station.

WRUN Utica, N. Y., operating fulltime with 5 kw daytime and 1 kw nighttime on 1150 kc, joins ABC's Northeastern group Dec. 7, replacing WGAT Utica. The new station is owned by the Rome Sentinel Co., with Thomas E. Martin as manager.

Effective Sept. 1 KIT Yakima, Wash., joins ABC, operating fulltime with 1 kw on 1280 kc. Station is owned by Carl E. Haymond, and John Clarke will be manager.

WILM Wilmington, Del., operating fulltime with 250 w on 1450 kc and owned by the Delaware Broadcasting Co., joins ABC on Sept. 15. F. H. Brinkley will manage the station.

A HUNDRED and two years is the total record of service for this group from Westinghouse Electric Corp. Occasion of meeting of KDKA Pittsburgh (Westinghouse Radio Stations Inc.) officials was presentation of 20-year pin to R. E. Pusey (second from l), auditor-office manager. Officials are (l to r): T. C. Kenney, chief engineer, 21 years of service; Mr. Pusey; Joseph E. Baudino, general manager, 20 years; G. Dare Fleck, traffic manager, 41 years.

4-POINT BETTER RADIO TRAINING STUDY MAPPED

MOVEMENT to strengthen radio training provided by schools and colleges was started last week by the NAB Educational Standards Committee which met July 29 at the association's Washington headquarters. The action was in accordance with a resolution adopted by the NAB board at its May meeting.

Rapid expansion in broadcasting, with heavy demands for qualified personnel, led to formation of the committee. Under Chairman Ralph W. Hardy, KSL Salt Lake City, the committee will study radio courses offered by high schools, colleges and universities. It will recommend to the board methods of setting standards.

Four major lines of study are planned. They include:

Planning accrediting procedures for schools offering courses in radio education.

Initiating high professional standards as a long-range program for radio personnel.

Setting up recommended standards as a means of preparing newcomers to radio.

Improving radio performance by a program of in-service training for those already engaged in radio activities.

Attending the meeting, besides Chairman Hardy, were these committee members: Dr. Willis Dunbar, WKZO Kalamazoo, F. C. Sowell, WLAC Nashville, and Judith C. Waller, NBC. William B. Way, KVOO Tulsa, was unable to attend but was represented by Ben Henneke, U. of Tulsa. Attending for NAB were President Justin Miller; A. D. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer; Robert K. Richards, public relations director.

Hodges Named President Of The Tobacco Network

B. S. HODGES Jr., manager of WGTC Greenville, N. C., was elected president of the Tobacco Network at the annual meeting of the board of directors held in Greenville. Leland B. Nelson, manager of WGBR Goldsboro, was elected vice president and Fred Fletcher, manager of WRAL Raleigh, was named secretary-treasurer.

Announcement was made at the meeting that the Tobacco Network will sponsor, in cooperation with WRAL, eleven daytime football games originated on a co-op basis to other North Carolina stations for this fall. Games will involve principally Wake Forest, North Carolina State and U. of North Carolina.

Replacement of Daniel Park, former Tobacco Network commercial manager who has resigned, was considered by the board, as were the applications from several stations in North Carolira and Virginia for membership in the network, but action on the matters was postponed until a later meeting.

CKRS Jonquiere, Que., new 250-w station on 1240 kc has begun operations, according to the Radio Branch, Dept. of Transport, Ottawa. Licensee is Henri Lepage.

KSOO

"The Voice of Sioux Falls"

Announces

the appointment of

Avery-Knodel, INC.

as exclusive National Representatives

•

SIOUX FALLS BROADCAST ASSOCIATION INC.

SIOUX FALLS, SOUTH DAKOTA

STATION KSOO • 5000 WATTS • 1140 K.C.

FIRST YOU PICK KPRC

AND THIS IS THE MARKET YOU REACH

HOUSTON PORT NOW THIRD IN U. S.

—o—

Over 31 Million Tons Moved Here, All-Time Record

—o—

Houston in 1946 regained its rank as third port of the United States and handles the largest volume of business in its history.

This was revealed Wednesday. Houston's total tonnage last year was 31,837,458 tons, considerably greater than the previous high of 28,174,710 tons handled in 1939.

FIRST IN HOOPER
FIRST IN B. M. B.
FIRST IN THE SOUTH'S FIRST MARKET

Houstonians, believing in their future and in their town, dug the 58-mile channel (pictured above) to the Gulf just before World War I. Their faith was justified. Vessels from 90 world ports now load and unload cargo here. Business has boomed. Houston has grown. The area has grown. This mighty inland port is now the largest and most prosperous in the South—and the fastest growing.

KPRC's primary signal reaches *Houston-plus* . . . reaches far out into other great ports nearby: *Beaumont,* second port in Texas and third in the South, *Port Arthur, Galveston.*

Ask anyone—the folks in Texas who listen—the metropolitan executives who buy time. They'll tell you KPRC is first throughout this area. First in programs from its own studios, from the Texas Quality Network and from NBC. First, too, in news with its own full-time, completely staffed news department. That's KPRC—*first* in this great market.

KPRC
HOUSTON

950 Kilocycles—5,000 Watts

National Representatives: Edward Petry and Company

Affiliated with NBC and TQN — *Jack Harris, General Manager*

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

There Are No 'Evans' In Clinton, Iowa

EDITOR: BROADCASTING:

The enclosed letter is more or less self-explanatory. It went into the mail to all of our sponsors two days before the opening of "The Hucksters" at our theatre.

This is our way of beating Wakeman to the punch and taking the sting out of the local showing of the picture. Maybe other stations would like to use the thought.

Morgan Sexton
General Manager
KROS Clinton, Iowa.

(The enclosed letter)

Dear Friend:

Enclosed please find two tickets for the Clinton showing of The Hucksters, at the Capitol Theatre, July 31 through Aug. 6. We want you to see this picture. Before you see it, and to save apologies afterward, we want you to know these four things:

1. There are no Evans L. Evans's among KROS sponsors.

2. The sales technique of Kimberly and Vic Norman is neither used nor recommended by Teich, Gordon, Irwin or Cady.

3. The advertising business in Clinton has not yet produced any Kaye Dorrance or Jean Oglivie (Dog gone-it).

4. In spite of all you see in The Hucksters, us radio guys and gals are really nice people and we want you to continue to speak to us on the street.

Hope you enjoy the show.

—Morgan Sexton

* * *

Seeks Clarification FMA-AFM Article

EDITOR, BROADCASTING:

With reference to your FM music story on page 15 of the July 28 issue, I'd like to give you a few facts which have not been published, and correct some errors in the story.

Your piece said, "The four major networks, with the backing of NAB and FMA, announced they would seek to complete arrangements so that they may begin AM-FM duplications."

. . . Your story might well have accurately reported: "The four major networks, *prodded* by FMA, announced they would seek to complete arrangements so that they may begin AM-FM duplications."

With reference to me, your story stated: "The FMA official said the music czar (J. C. Petrillo) told him flatly that the union-network contracts do not forbid FM duplication of AM music."

I made no such statement to anyone at any time. In fact, I have no recollection of ever discussing the AFM-network contracts with Mr. Petrillo. I did read the contracts, prior to our meeting with the networks, and I stated on my own accord that they cover the employment of musicians for "radio broadcasting purposes" and that I found nothing in them with reference to either FM or AM.

. . . the question arises, in light of the Lea Act and Taft-Hartley Law: "What is holding up immediate duplication of network musical programs on FM, thus depriving the public of better musical reception and retarding the progress of FM which the FCC has stated 'is the finest aural broadcast service attainable in the present state of the radio art'?"

We again call upon the networks to answer this question and to explain why the public is being deprived of its favorite network programs on FM stations. A copy of my letter to the four networks on this subject is attached for your reference.

J. N. (Bill) Bailey
Executive Director
FM Assn.
Washington, D. C.

July 30, 1947

(FMA letter to networks below)

Dear . . .

On July 21, at a meeting beginning at 6 o'clock p.m., EDST, vice presidents of the four major networks assured a committee of the FM Association that immediate steps would be taken by the networks to inaugurate duplication of network musical programs on FM stations. Since that time we have heard nothing further regarding this effort.

You will recall that at our meeting, the network vice-presidents assured us of their enthusiasm for FM and their desire to duplicate immediately. In view of the fact that ABC, CBS, and NBC have received FCC grants for the construction of a total of sixteen FM stations, we know that you, too, are anxious to serve the public through these FM stations.

In light of your assurances to the FM Committee, our Executive Committee has instructed me to request an immediate reply to the following questions:

1. What steps have the networks taken to carry out their commitments to the FMA?

2. In light of the Lea Act and Taft-Hartley Law, why is it necessary (as reported in the trade press) for the networks to obtain "permission" from Mr. James C. Petrillo, president of the American Federation of Musicians, before such duplication can begin?

3. Is it true (as reported in broadcasting circles) that the networks and Mr. Petrillo have made a verbal agreement whereby the networks will not feed musical programs to FM stations without Mr. Petrillo's personal approval?

* * *

Promotion Material In 'Fibber' Article

EDITOR, BROADCASTING:

We have just read your very fine article in your July 21 issue on Johnson's Wax and *Fibber McGee.*

We believe that reprints of this article would make excellent promotion material for advertising purposes by radio stations. Perhaps if you offered reprints of this article to broadcasting stations you would receive enough orders to justify. If you should agree, we would be pleased to be advised.

E. H. Studebaker
Manager
KUJ Walla Walla, Wash.

July 24, 1947

[Editor's note: Reprints on all BROADCASTING success stories are available.]

TELEVIEWER'S VIEW of contenders for Presidential nomination. Photographs of contenders were televised and the images photographed from receiver screen to get above likenesses. Upper l, President Truman; lower l, Sen. Arthur H. Vandenberg (R-Mich.); upper r, Sen. Robert A. Taft (R-Ohio); r center, Harold E. Stassen, former governor of Minnesota; lower r, Gov. Thomas E. Dewey, New York.

'Fine Comments' On Philco Story

EDITOR, BROADCASTING:

We have heard some mighty fint comments about your articles in BROADCASTING and we do want you to know that we certainly appreciate these articles very much.

J. H. Carmine
Vice President
In Charge of Merchandising
Philco Corp.,
Philadelphia.

July 21, 1947

[Editor's note: The Philco story appeared in BROADCASTING, June 23, July 7].

* * *

Reads 'Broadcasting' From Cover to Cover

Editor, BROADCASTING:

I received my BROADCASTING magazine (this week), and decided to read the entire magazine, including the ads, seeking promotion ideas. In the past I had been glancing through the magazine and picking highlights. I started reading at 11:00 p.m. last night and read continuously until 4:20 a.m. Before I finished your magazine, I was amazed at the amount of worthwhile information I had been missing.

By reading every word that you print in your magazine, I probably have set a record in being the first person to read your entire magazine without stopping, with the exception of your proof readers.

It is my intention from now on to set aside approximately five hours per week for your magazine, as I think it is time well spent by any station manager.

My partner, L. S. Caine, recently remarked to me that radio was very fortunate in having one publication so complete for the radio industry.

Joe T. Van Sandt, Manager
WJOI Florence, Ala.

July 28, 1947

* * *

Fire Safety Service Record of WLS Cited

EDITOR, BROADCASTING:

I think your editorial staff "damned us with faint praise" in the story on page 30 of your July 21st issue. Reference is to the story on Fire Prevention Awards. WGN was given a prominent position. WPTF, WHO, WOWO and WFNC all received rather prominent display. WLS was brushed off at the end of a paragraph as also having received honorable mention.

Actually, WLS was cited "for outstanding public service in encouraging fire safety on farms." That outstanding public service is important. Also, perhaps you overlooked the fact that for two successive years preceding, WLS was given the Gold Medal. I don't think any other station has been so honored two successive years.

Glenn Snyder, Manager
WLS Chicago.

July 24, 1947

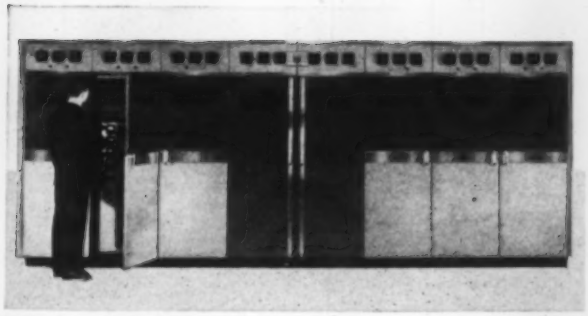
No. 4 of a series . . .

The Philadelphia Inquirer
LATE CITY EDITION
Britain, France Give Russia Week to Join U.S. Aid Plan; Molotov Asks More Data
Today
Raise Offered Strip Strikers By Operators
Red Crushes $100,000 Rail Hijack Ring
Morgenthau Gave Plates to Russians For Invasion Money, Senators Are Told
Shoudsun Sought on Allied Unity
Senate Leaders See Support for Labor Bill Veto
Treasury Drafts Plan To Cut Couples' Taxes
Greece Promises U.S. Free Hand
RCA Television

WFIL-TV

Television station of THE PHILADELPHIA INQUIRER

WITH LEADING NEWSPAPERS . . . IT'S TELEVISION BY RCA



WFIL-TV's new 5-kilowatt television transmitter. Divides into eight small, lightweight units for easy installation. Features "walk-in" construction to simplify servicing, high-level modulation to eliminate complicated adjustments, and radically new tubes—RCA 8D21 twin tetrodes—in the output stages.

● *The Philadelphia Inquirer* has now completed plans for full-scale television operation.

This newspaper's new station, WFIL-TV, will bring televiewers in the Philadelphia area a regular schedule of commercial programs—remote pick-ups of sports and headline news, films, and studio shows.

Everything needed to get this station on the air is now being delivered by RCA—a new 5-kw transmitter, test and monitoring equipment, two complete sets of image-orthicon field equipment, a mobile studio to simplify at-the-scene telecasting and relaying, a studio synchronizing generator, a monoscope camera, 16mm projectors and a film camera to telecast sound films, a two-camera setup for televising live studio shows, and a three-section Super Turnstile antenna.

Plans also include the installation of an RCA 10-kw FM transmitter, associated audio equipment, and a two-section Pylon antenna. The Pylon and Super Turnstile will be installed on a single mount and diplexed, thus permitting simultaneous FM and television picture and sound broadcasting from the same compact antenna system.

The *Philadelphia Inquirer*, owned and operated by Triangle Publications, Inc., is one of the many leading newspapers and top broadcasters to select *television by RCA*. Everything needed to start *your* station is now in quantity production. Let us know your television plans now to assure early delivery of equipment. Write Dept. 18-H-1.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

he Loop" is more than part of a lariat to our Chicago men

Our men in Chicago know *The Loop* circles the business district of one of the world's greatest cities, and take a native-son pride in that fact. Chicago, from lake to prairie, is their home town; its people are their friends and neighbors.

We believe your station is best represented by Chicagoans in Chicago; Californians in California and New Yorkers in New York. Each in his market has a shirt-sleeve familiarity with the local customs and traditions and knows far better than an outsider how to do business there.

This "home town" representation has been an essential part of our policy for fifteen years. It is another special feature that has been responsible for the character and success of our company.

PAUL H. RAYMER COMPANY INC.

Paul H. Raymer Company Inc. • Radio Advertising

NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO

Editorial

Tailor's Time

HOW MUCH time does a station sell when it sells a 15-minute program, or a half-hour or an hour? That question, or variations of it, intermittently has plagued broadcasters in their dealings with networks, with advertisers and their agencies.

It arises in a new setting in a suit brought in Oklahoma City against KTOK by a local advertiser, R. H. Hise, custom tailor [BROADCASTING, July 14]. The case is fraught with great potential significance, because if the tailor wins, it may open a Pandora's Box of advertiser-station litigation.

The suit charges KTOK agreed to give the tailoring firm "a broadcast one-quarter of an hour long, from 7:30 to 7:45 each morning . . ." But the station "used approximately one-half a minute of plaintiff's time, after giving its call letters, for spot announcements for other advertisers . . ." This "failure to render full performance was deliberate," the suit alleges, asking the court to order the station to refund the full amount paid it by the Hise organization.

KTOK had broadcast the Hise program six days a week from May, 1946, through February, 1947, roughly three-quarters of the 52-week contract, before the advertiser cancelled it. The station has indicated that the Hise suit is in effect a counter-action to KTOK's suit against him for $564.30 still owed the station for time. Presumably, Mr. Hise had been aware of the manner in which his program was broadcast for many months before his suit was filed.

The station's formal reply will doubtless point out that in radio parlance a commercial quarter-hour program consumes approximately 14½ minutes of air time and that this is commonly understood by the buyers as well as the sellers of radio time. It is, in legal phraseology, "an accepted practice of the industry."

The FCC requirement of station identification at half-hour intervals necessitates at least two interruptions an hour to the station's programming. Custom calls for station identification announcements at the end of each program and it has also become customary for the announcement of the station's call letters to be followed by a station-break announcement of 20 seconds or so.

The proposed new code of the NAB takes cognizance of this by defining a 15-minute program as one running 14½ minutes.

Despite this general understanding, however, KTOK was remiss if the allegation is true that it contracted to deliver "a full one-quarter of any hour" to the Hise firm. Time contracts of the networks and of many stations promise to provide the advertiser with *approximately a quarter hour, approximately a half-hour, approximately an hour.*

Industry attorneys maintain that the inclusion of the word "approximately" in a time contract provides full protection against such a suit as that of Hise against KTOK. Any station whose contracts do not presently contain this nomenclature should see that they do so without further delay.

Radio's Atomic Role

"Radio Prime Source On Atom Information"

THAT LACONIC headline appeared on a four-paragraph item in the July 14 issue of this journal.

The story recited that Cornell U. had conducted a survey with funds donated by the Carnegie and Rockefeller foundations, and that three questions were asked: (1) where the interviewee had gotten most of his information about the atomic bomb; (2) which source had given him the best idea of how destructive the bomb is; (3) which of these ways has been most important in helping him make up his mind about who should have the secret of the bomb.

Radio was first on all three questions; newspapers second. This comes as no surprise to those who know research and media. Radio has been the primary source of news since pre-war days, and forged sharply ahead during the war.

But that's not the point. What if there should be an atomic attack here? What would be radio's role? What would happen to radio in those areas outside that might suffer the terrible fate of a Hiroshima?

Awful to contemplate, perhaps? But not too illusory or far-fetched to ponder.

If radio is the *prime source* of information about atomic energy, it certainly is the most important medium in a national emergency.

We have the grim experience of World War II. Before it started there was a *plan* for military seizure of all radio. It didn't happen. A voluntary censorship code was followed, with security measures imposed at transmitters and studios. Not a single untoward incident developed. Radio's performance is a glorious chapter in the history of World War II.

What does radio *itself* know about the atom? What is the military's thinking about radio's role in an atomic war? It is radio alone that can quickly calm the populace in a national emergency, for its voice penetrates practically everywhere. It is the *confidence* that the American people have in their radio that makes radio what it is.

Kenneth C. Royall, the new Secretary of War, knows radio at first hand, not only as a wartime official, but as an Army officer in both wars and as part owner of WGBR Goldsboro, N. C. Navy Secretary Forrestal, now Secretary of National Defense, also is conversant with radio's demonstrated status as an arm of the military.

It behooves Uncle Sam and the nation's broadcasters to peg the role of radio in any future national emergency *now*. On the atomic calendar, it's always later than we think.

Treason by Radio

MORE THAN cursory thought should be given the conviction for treason of Douglas Chandler, former Baltimore newsman who stooged for the Nazis during the war through his propaganda broadcasts over the German kept radio. He was one of several under prosecution. Last week he was given life imprisonment.

Every executive in radio should take heed. The traitorous acts of these renegades were calculated to undermine the American war effort. There is still no peace. Existing conditions are described as tantamount to a "cold war." What would happen if a "hot war" should develop? What about some of the newsmen and commentators now on the air?

Closest possible screening of every man who has access to the microphone is indicated. Communists are being routed out of Government, by Presidential edict. They have no place in our American radio structure.

Our Respects To—

CARL HAVERLIN

CARL HAVERLIN, president of Broadcast Music Inc., is not a devotee of the dubious science of astrology, but he would be the last to deny that he has a spooky affinity for April 15.

On April 15, 1940, he joined BMI as vice president. On April 15, 1943, he left BMI to become a vice president of Mutual. And on April 15 of this year he returned to BMI as its first paid president.

Carl Haverlin was born in Globe, Ariz., in 1899. His father was a mining engineer, and young Carl spent his early boyhood in various mining camps in the Southwest and Mexico. Along with a taste for travel he acquired a knowledge of Spanish, some of which he still retains.

The Haverlin family settled in Los Angeles in 1911 and Carl resumed his formal schooling, spending two years at the New Mexico Military Institute. He later transferred to a public high school in Los Angeles, majoring in track and dramatics. The former served him well in later life when he took up roadwork seriously with BMI. His schoolboy flair for dramatics led to a bid from Ted Shawn and Ruth St. Denis, the eminent dance interpreters.

Mr. Haverlin spent a pleasant season on tour with the Shawn-St. Denis troupe before returning reluctantly to Los Angeles for another stab at school. This he abandoned after an uneven and losing joust with chemistry. Again he succumbed to the lure of show business and spent two years in stock and in vaudeville, portraying, complete with putty nose and crepe hair, such characters as Attila the Hun and Menelaus in "Helen of Troy."

It was around this time—pre-1917—that Mr. Haverlin, perhaps feeling the boards shaky beneath him, developed a latent talent for writing. While waiting for cues backstage and in hotel rooms on tour he wrote short stories and sold several of them to pulp magazines. Then, feeling his literary oats, he blithely changed his Muse in midstream and wrote, in collaboration with the late Achmed Abdullah, a play titled "Salvage."

The play was produced by David Belasco and Messrs. Haverlin and Abdullah began to total up mentally their five-figure percentage earnings. It looked like an open and shut case, Mr. Haverlin recalls, a sure-thing. "Salvage" opened auspiciously in Baltimore (or Washington—he's not certain) and closed like a clam with lockjaw in a matter of days. The Abdullah and Belasco temperaments had collided and Mr. Belasco, as impresario, called the

(*Continued on page 48*)

TAKE THE GUESS OUT OF BUYING WITH WOV'S *5 Audited Audiences*

COMPARED TO HAT SHOPPERS, who grope through dozens of offerings to make a good purchase—your lot is a happy one! WOV's AUDITED AUDIENCES—5 specific markets—wave goodbye to costly guess work and program experimenting.

THESE AUDITED AUDIENCES give you all the inside dope on listeners—age, sex, income, habits, likes and dislikes—dope that helps key your advertising to known individuals rather than trying to reach an unknown mass audience.

WOV offers 5 AUDITED AUDIENCES, each at a different time of day or night, each a distinct group of purchasers, each the result of a penetrating accurate listener survey. Get the facts—today, to help you "TAKE THE GUESS OUT OF BUYING."

Ralph N. Weil, General Manager • John E. Pearson Co., National Representative

★WAKE UP NEW YORK *with Peggy Lloyd*
★1230 CLUB *with Fred Robbins*
★BAND PARADE *with Bill Gordon*
★PRAIRIE STARS *with Rosalie Allen*
★ITALIAN MARKET OF 2,100,000 Italian-speaking Americans.
More than the combined population of St. Louis & Kansas City.

WOV
NEW YORK

Respects

(*Continued from page 46*)

whole thing off. He did not wait for April 15.

Coming back to earth thus without a parachute, Mr. Haverlin returned to Los Angeles and landed on his feet, as always. There fate intervened, in the form of a job at KFI Los Angeles. A staff announcer was leaving for a tonsillectomy and Mr. Haverlin was hired as a fill-in.

At this distance Mr. Haverlin does not recall too clearly all of his duties in those early days at KFI. That is, he is a bit hazy about what he did *not* do. He remembers doing regular announcing, sports, play-by-play, dramatic acting, selling time and running the elevator in odd moments. He soon found himself, though, with a steady job on his hands. With the late Graham MacNamee he did the first Rose Bowl game broadcast. Another of his KFI associates was Don Wilson, later to scale the heights as a network announcer.

Mr. Haverlin's star rose with the infant industry. In 1927 he was named sales manager of KFI-KECA, then a joint operation run by Earl C. Anthony. He left KFI-KECA to join Davis & Schwegler, the music and transcription firm, as station relations manager.

In 1940—on April 15, of course—Mr. Haverlin went to BMI as vice president — "before the furniture got there," he says. BMI had just been formed, largely under the auspices of the NAB, as an answer to ASCAP's demands for music broadcast license fees which were regarded by the radio industry as untenable. Thus Mr. Haverlin was a moving force of BMI almost from its inception. Though he left the organization in 1943 to become a Mutual vice president, the parting proved to be only a breather. The network agreed that BMI could have "a continuing call" on Mr. Haverlin's invaluable services.

His return to BMI in April of this year as its first paid president marked the end of a year-long search for the right man for a highly specialized job. Mr. Haverlin's salary as BMI president was reported at the time to be "in the neighborhood of $35,000" annually.

As the most tangible proof of BMI's success, Mr. Haverlin points proudly to its phenomenal growth from 0 licensees in 1940 to some 1656 today, including AM, FM and shortwave stations in the U. S. and Canada. Of this total 1517 are AM stations, including CPs.

The BMI president envisions the brightest of futures both for radio and for BMI, with which he thinks it is inextricably linked. Energetic, fast-talking and fast-moving, he explains that he is obliged to move quickly to keep pace with the industry. His more tranquil periods, which are few, he spends with his wife and their 14-year-old daughter at their home in Bronxville, N. Y. The Haverlins also have a grown son and daughter.

TEXARKANA
GOES "ALL OUT" for
KCMC

* *Conlan Preference Surveys made in April 1945 and in December 1946 show results below—*

KCMC percentage of total listeners—

APRIL 1945, 54.1%; DEC. 1946, 54.4%

SUMMARY OF CONLAN SURVEY

Broadcasting Station	MORNING Apr. 1945	MORNING Dec. 1946	AFTERNOON Apr. 1945	AFTERNOON Dec. 1946	NIGHT Apr. 1945	NIGHT Dec. 1946
Texarkana— KCMC-ABC	62.6%	64.3%	53.5%	54.7%	46.2%	44.3%
Mutual Station	....	20.9%	....	22.4%	....	18.5%
Shreveport— Columbia Station	19.5%	8.6%	20.3%	13.3%	25.3%	18.4%
Dallas-Ft. Worth- NBC Station	14.0%	4.3%	23.6%	7.3%	25.0%	16.0%
All Other Stations	3.9%	1.9%	2.6%	2.3%	3.5%	2.8%

**Copies of the detailed copyrighted report are available for inspection to interested advertisers.*

Taylor-Howe-Snowden Radio Sales

National Representatives

KCMC 1230 kc
and KCMC-FM
FRANK O. MYERS, Mgr.

NEW GENERAL MANAGER of KALE Portland, Ore., C. S. (Sam) Jackson, gets a kick out of flying *Oregon Journal* helicopter in off hours. The new manager is associate publisher of the *Journal*, a grandson of its founder and a nephew of its publisher, P. L. Jackson. He succeeded Charles E. Couche, who resigned to devote full time to his 101-acre farm in the Willamette Valley.

Paley-Mortimer

WM. S. PALEY, chairman of the board of CBS, and Mrs. Barbara Cushing Mortimer, daughter of Mrs. Harvey Cushing and the late Dr. Cushing, were married last week at Manhasset, Long Island. Ceremony was performed by N. Y. Supreme Court Justice J. Edward Lumbard Jr. Mr. and Mrs. Paley plan to leave shortly for a wedding trip in Europe, a CBS spokesman said.

Commercial

NORMAN A. STEWART, former assistant sales manager of WCFL Chicago, has been appointed commercial manager of WKJG and WKJG-FM, new 5-kw Mutual station now under construction for fulltime operation at Fort Wayne, Ind. Mr. Stewart has been selling radio time for 15 years and had been with WCFL for past 10 years.

JOSEPH LaROSA, formerly with WMMN Fairmont, W. Va., has been named sales manager of WPDX, new 1-kw daytime station on 750 kc to begin operations soon at Clarksburg, W. Va.

STUART KELLY, formerly with Howard H. Wilson Co., New York, joins Taylor-Howe-Snowden Radio Sales Inc., New York, as a salesman, effective Aug. 4.

HARRY H. WISE Jr., Los Angeles manager of George P. Hollingbery Co., station representatives, is the father of a boy.

YSO La Voz De La Democracia, San Salvador, El Salvador, has reappointed Pan American Broadcasting Co., New York, as U. S. representative.

GEORGE KILLMER, member of sales department of WBBM Chicago, is the father of a boy.

WHEN Flin Flon, Manitoba was recently put on regular air mail service, CFAR Flin Flon, sent out first flight envelopes with special stickers, to all advertising agencies, timebuyers and account executives. Sticker stated that envelope was a collector's item, and therefore of value.

Management

GREN DARLING, commercial manager of KTSW Emporia, Kan., has been appointed general manager of that station. He succeeds **J. NELSON RUPARD,** who resigned July 1 to become president of Central Broadcasting Inc., licensee of new daytime AM station at Independence, Kan.

ALLAN BENGTSON, sales manager of WINR Binghamton, N. Y., has been appointed manager of that station. He succeeds **DAVID CARPENTER,** who resigned to become manager of WCON, new station under construction at Atlanta, Ga. Mr. Bengtson has been sales manager of WINR since its inception last August and previously was with NBC's guest relations staff. Mr. Carpenter, who had been manager of WINR since it began operations, formerly was vice president and general manager of WKNE Keene, N. H.

Mr. Bengtson

Mr. Carpenter

MRS. IRIS RICE HELLIWELL, program director, has taken on additional duties of acting manager of KRNR Roseburg, Ore. **MARSHALL H. PENGRA,** general manager, recently resigned to become president and general manager of WBOM, new Oak Ridge, Tenn., station [BROADCASTING, July 28].

RAYMOND WARDEN, former business manager at WMMN Fairmont, W. Va., has been named station manager of WPDX, new 1-kw daytime station on 750 kc scheduled to begin operations soon in Clarksburg, W. Va.

CHARLES J. LEWIN has been appointed to newly-created position of general manager of E. Anthony & Sons and Bristol Broadcasting Co., owner of WNBH and WFMR New Bedford, Mass. and WOCB West Yarmouth, Mass. Mr. Lewin also retains post of editor of New Bedford Standard-Times. **NICHOLAS J. MAHONEY Jr.,** business manager of Standard-Times, has been named general business manager and assumes responsibilities for business departments of various enterprises including the stations.

HARRY GATTON, general manager of WSIC and WSIC-FM Statesville, N. C., has been inducted as president of Statesville Jr. Chamber of Commerce. Mr. Gatton also is secretary of City of Statesville Civil Service Commission.

O. L. (Ted) TAYLOR, executive manager of Taylor-Howe-Snowden Stations and Radio Sales, Amarillo, is the father of a girl, Lois Kay Evelyn, born July 27.

Community Leadership
is
One of our
Proven Assets
KFXJ
Western Colorado's
Pioneer Station
at
Grand Junction

Movement Indicates— POWER & ENERGY

MOVING! to our 27 new studios and offices completely air-conditioned).

MOVING! to new modern transmitter location (both AM and FM).

MOVING! our Hooper rating steadily upward (only station in San Antonio to increase in every period).

MOVING! to new KISS frequency (from 100.1 to 99.5).

MOVING! more advertisers to our two stations for more results.

MOVING! "Queen For A Day" to San Antonio for Army Air Forces Day celebration — July 31 and August 1.

MOVING! more business to our clients. Let our Staff of 38 put your business or product on the move.

"TOWERS of STRENGTH in SAN ANTONIO"

KMAC
1240 A.M. ON YOUR DIAL

KISS
99.5 F.M. CHANNEL 258

Represented Nationally By

JOHN E. PEARSON CO.

The Nunn Stations Serve the South and Southwest

The Nunn Stations give you coverage where it really counts! Aggressive, year-round promotion and merchandising, too! Stations that spell S - A - L - E - S !

KFDA
Amarillo, Tex.
(ABC) Howard P. Roberson, Mgr.

WBIR
Knoxville, Tenn.
(ABC) John P. Hart, Mgr.

WLAP
Lexington, Ky.
(ABC) J. E. Willis, Mgr.

WMOB
Mobile, Ala.
(ABC) D. H. Long, Mgr.

WCMI
Ashland, Ky.
Huntington, W. Va.
(CBS) C. C. Warren, Mgr.

JOHN E. PEARSON CO.—representatives for KFDA, WBIR, WLAP and WCMI. THE BRANHAM CO.—representatives for WMOB.

The Nunn Stations

Owned and Operated by Gilmore N. Nunn and J. Lindsay Nunn

PRODUCTION

ARTHUR TACKER, former announcer with WKNE Keene, N. H., has joined WHOB Gardner, Mass., as program director and production manager.

ARDYCE PFANSTIEL, formerly with KABC and KTSA San Antonio, Tex., has joined staff of KYFM San Antonio, and will handle continuity. GRACE ELLIS also joined KYFM staff and will handle music library.

GWEN THORNTON, former music librarian of KSFO San Francisco, has joined staff of KLX Oakland, Calif., as assistant to JANE BRUGGOMAN, music librarian of KLX.

ANDY DONNELLY Jr., radio actor, is the father of a girl, Gael.

VIRGINIA WEBER, formerly with WSAI and WLW Cincinnati, has been named program director of WWSO, new AM station at Springfield, Ohio, to begin operations Aug. 10.

JAMES R. WARD, newswriter with WBBM Chicago, has resigned to join public relations staff of Hotpoint Corp., Chicago.

DEWITT WYATT, formerly with WJIM Lansing, Mich., has been appointed program director of WPDX, new 1-kw daytime station on 750 kc scheduled to begin operations soon in Clarksburg, W. Va. BOB WALSH and RUTH LAWSON, announcer and continuity writer formerly with WJIM, also have joined WPDX in same capacities. JOHN PETERS, formerly with WMMN Fairmont, W. Va., has joined WPDX as chief announcer, and LOUIS MORACE, also of Fairmont, has joined WPDX as director of music.

ROLLO HUNTER, production manager of KECA Hollywood, and with station for three years, has been appointed head of newly combined program-production department effective Aug. 1. Mr. Hunter replaces W. J. (Bill) DAVIDSON, program director, who resigned to become general manager of KSMA Santa Maria [BROADCASTING, July 21].

BOB MORSE, formerly of WMAS Springfield, Mass., and RONNIE BELMONT, formerly with NBC New York, have joined WKOB North Adams, Mass., as announcers. WKOB was scheduled to begin operations about Aug. 1.

HENRY CLARK has joined announcing staff of WMFF Plattsburg, N. Y.

SHELDON VAN DOLEN, former account executive in sales promotion and merchandising department of McCann-Erickson, New York, has joined ABC presentations department.

DOROTHY ADEN, formerly with Grey Adv., New York, has joined WINS New York continuity department.

DON W. HAYNES, personal manager of Tex Beneke & Glenn Miller band, is in New York for ten days conferring with executives of Newell-Emmett Co. and Blayne Butcher, agency radio director, on Chesterfield continuing sponsorship of band in fall.

FRED DAVIS winner of announcing scholarship of Academy of Radio Arts, Toronto, has joined announcing staff of CFRA Ottawa. ERROL MacKINNON and BOB McALLISTER, also graduates of Academy of Radio Arts, have joined CFRA.

JACK KIRKWOOD replaced ARTHUR MOORE as Arthur on "Arthur's Place," sponsored by Ford Motor Co., effective July 25 on CBS at 9 p.m. Mr. Moore continues as producer. Kenyon & Eckhardt, New York, is agency.

CAROL CARTER, formerly with stations in Springfield and New Bedford, Mass. and Great Falls, Mont. and Athens, Ga., has joined WAAB Worcester, Mass. She presents a daily program for women.

JUDITH ATKINSON, women's commentator at WAAB Worcester, Mass., has resigned to marry William Moran.

LUCILLE BURNS, well known personality of KOME Tulsa, Okla., has been presented the distinguished radio service award by the Oklahoma American Legion for her "unselfish service to veteran's and civic organizations," the only award of its kind presented to a woman. Miss Burns also received the Oklahoma State Veterans of Foreign Wars auxiliary award for outstanding radio and newspaper service to that organization.

FRANK PULASKI, formerly of WQXR New York, has joined announcing staff of WNYC New York.

LOUISE PACKARD, formerly with WTVL Waterville, Me., has joined WLOW Norfolk, Va., as continuity editor.

JOEL CHASEMAN has been appointed music director of WSCR Scranton, Pa. In addition to duties as music director, Mr. Chaseman conducts several of the station's shows.

JOHN ADEMY, announcer, singer and news editor at WCAO Baltimore, has been appointed bass soloist in choir of St. Ignatius. He is also a member of the choir at Brown Memorial Church.

JOHN (Bud) EDWARDS, acting production manager of ABC Western division, was named production manager effective Aug. 1.

LEE STRAHORN, producer of NBC "Hit Parade," is in California Hospital, Los Angeles, recovering from virus pneumonia. AL COUGHLIN is substituting as producer for Mr. Strahorn.

MARK WARNOW, musical director of NBC "Hit Parade" and CBS "Sound-Off," is in St. John's Hospital, Los Angeles, recovering from minor operation. LYNN MURRAY is replacing Mr. Warnow during latter's absence.

WALTER LURIE, MBS director of new program developments, is in Hollywood for several weeks coordinating plans for fall programs.

JACK BENNY is heading up organization known as Hospitalized Veterans National Foundation to assist rehabilitation of hospitalized servicemen and veterans.

SIGMUND ROMBERG, star of the NBC "An Evening With Romberg" program, is currently writing new Broadway musical comedy, working on new film titled "Sunny River," and helping to adapt his current Broadway hit, "Up in Central Park," to the screen.

LES TREMAYNE, radio actor and announcer, has replaced JAMES MEIGHAN in the title role of "The Falcon" program heard on MBS Tues., 8:30-9 p.m., and sponsored by American Safety Razor Co.

JERRY STRONG, morning man of WEAM Arlington, Va., has received word that a listener has cultivated a type rose which she calls the "Jerry Strong Rose," because "it blooms only in the morning."

ARTHUR VAN HORN, WOR New York announcer-producer, and Virginia Dunning, actress, were married July 24.

JOHN GUNN-FOWLIE and TOM TAYLOR, graduates of Academy of Radio Arts, Toronto, have joined announcing staff of CJIB Vernon, B. C., which began operations on Aug. 1.

AFTER 96,000 WORDS of baseball broadcasting in one day Hun Finnerty, sports director of KCRC Enid, Okla., looked like this. Mr. Finnerty July 19 began his microphone marathon with a Western Union broadcast of St. Louis Cardinals-Brooklyn Dodgers game then presented play-by-play accounts of first-round tilts in the semi-pro baseball tournament at Enid. Mr. Finnerty is state's temporary commissioner of semi-pro ball.

IRWIN ELLIOTT, featured announcer for General Mills' Betty Crocker shows on ABC and m.c. for Borden's "County Fair" on CBS, is subject of profile article titled "Radio Emcee" in Aug. 2 issue of Saturday Evening Post.

BILL CARLSON, formerly with WKBH Lacrosse, Wis., has joined WTMJ and WTMJ-FM Milwaukee, as staff announcer.

Henry Morgan to Receive $100,000 for First Film

HENRY MORGAN, star of weekly ABC *Henry Morgan Show*, has been signed by Screen Plays Inc. for lead in its initial film, "So This Is New York?" For his first picture Morgan is to receive $100,000, plus percentage of profits.

Meantime, Universal - International has bought screen rights to radio script, *Traditionally Yours*, by Robert Riney and Harry Treleaven Jr. as a starring vehicle for Donald O'Connor. William Bowers will do screen adaptation.

Martin Block, disc m.c., has signed contract with MGM to do a series of movie shorts based on his *Martin Block Presents* program. At reported price of $5,000 for a 10-minute short, Mr. Block is to do minimum of four annually with maximum of eight.

use KFAB to sell the ENTIRE Omaha market

NOW AVAILABLE
Bill MacDonald
in
"DOWN TO EARTH"
6:30 to 6:45 AM

And 90% of this BIG market, which is outside of Omaha, is made up of families that have an average cash income of $8,000.00 per year! Sell the ENTIRE Omaha market with one BIG station. Programmed and "powered" for your use.

SEE YOUR FREE & PETERS MAN
or write to HARRY BURKE

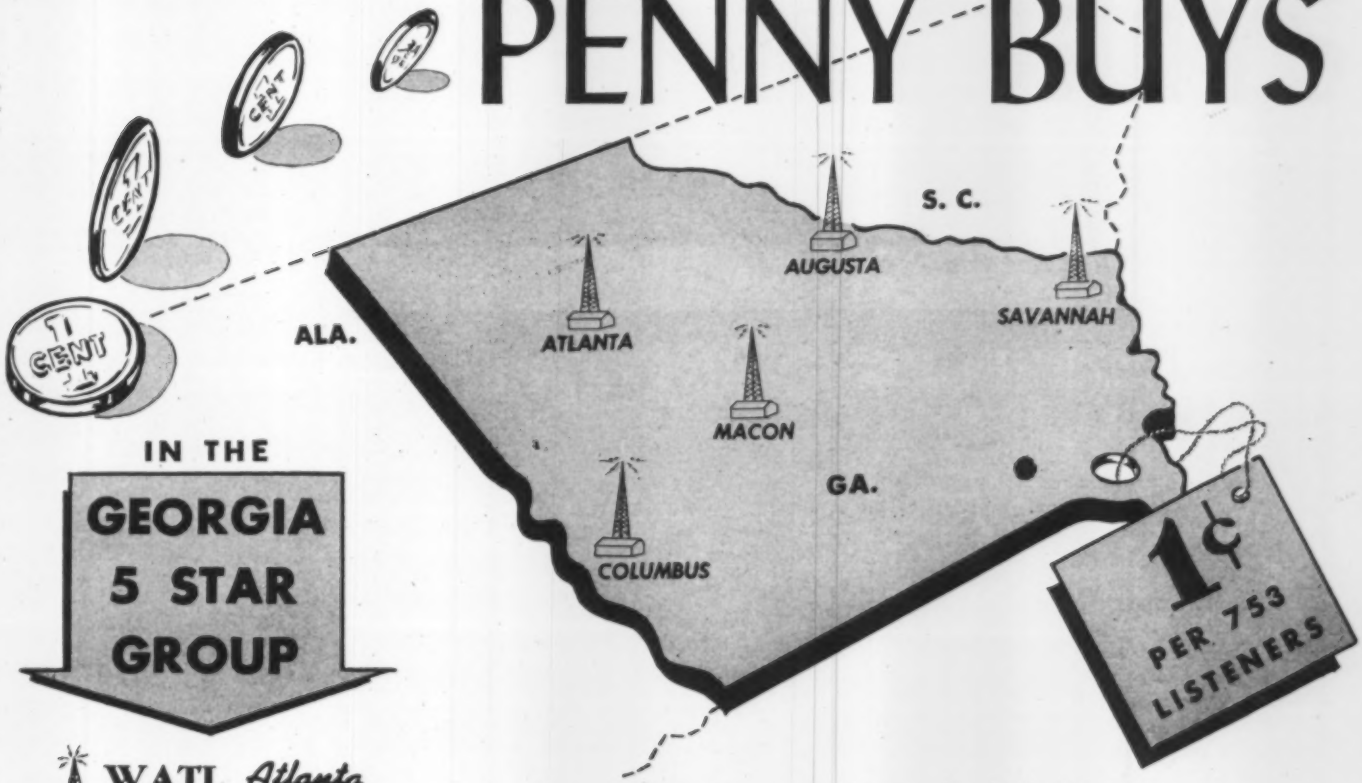
KFAB

NOW 50,000 WATTS Omaha, Nebraska

SEE OTHER OFFERS IN THIS ISSUE

Be Penny-Wise!

SEE WHAT A PENNY BUYS



IN THE

GEORGIA 5 STAR GROUP

- WATL *Atlanta*
- WBML *Macon*
- WRBL *Columbus*
- WRDW *Augusta*
- WSAV *Savannah*

ATLANTA ☆ AUGUSTA
Georgia 5 STAR group
MACON ☆ SAVANNAH ☆ COLUMBUS

Your Product is Paraded before
1,558,563 Listeners, when
Five Star Coverage is bought.

NATIONALLY REPRESENTED BY

GEORGE P. HOLLINGBERY CO.

With Offices in Atlanta, Chicago, New York,
Los Angeles, San Francisco.

"1 BUYS 5 IN GEORGIA"

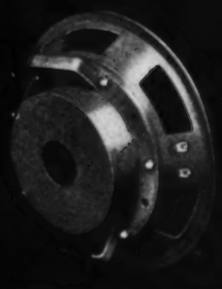
Western Electric announces a complete li

DIRECT RADIATORS

728B—12″ direct radiator.

756A—10″ direct radiator.

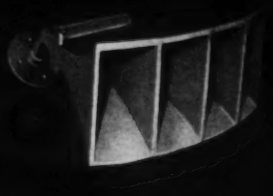
755A—8″ direct radiator.



754A—12″ direct radiator. 754B (not shown) 12″ direct radiator for outdoor use.

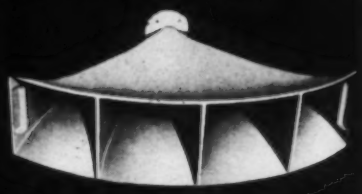
HIGH FREQUENCY RECEIVERS AND HORNS

713B & C—High frequency receivers.



KS-12024—Sectoral high frequency horn. 50° coverage angle.

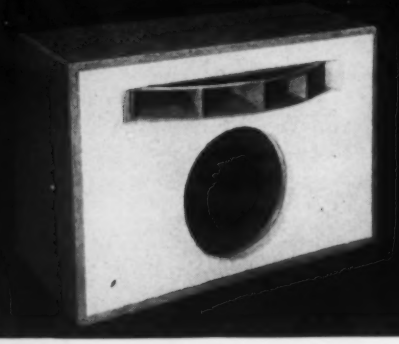
KS-12027 — Sectoral high frequency horn. 90° coverage angle.



KS-12025—Sectoral high frequency horn. 80° coverage angle.

COMBINATIONS . . .

757A—dual unit system.



HIGH LEVEL SYSTEMS for indoor and outdoor use.

Western Electric

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—QUALITY COUNTS—

line of High Quality, wide range loudspeakers

1. **Sizes and combinations to meet every sound radiation problem . . .**
2. **Power capacities from 8 to 120 watts . . .**
3. **Frequency ranges as wide as 60-15,000 cycles . . .**
4. **All units designed by Bell Telephone Laboratories . . .**

IT'S a thrilling, satisfying experience to listen to reproduced sound that is truly *high quality*. The new line of wide range Western Electric loudspeakers was designed to make that experience available to all . . . to provide a complete line of loudspeakers with the ability to reproduce sound of unmatched brilliance and tone.

Whatever your loudspeaker needs, there's a Western Electric loudspeaker to meet them . . . to provide you with sound that's based on a whole new concept of high quality reproduction. Examine the following table to see how your requirements are met, or mail the coupon below for literature describing this new line of equipment.

HERE'S HOW YOUR QUALITY REQUIREMENTS ARE MET

TYPE	POWER HANDLING CAPACITY	FREQUENCY RESPONSE (cycles)	INPUT IMPEDANCE	COVERAGE ANGLE	EFFICIENCY (Sound Level at 30' on Axis)	WEIGHT	SPEAKER DIMENSIONS	ENCLOSURE REQUIRED	RECOMMENDED CABINET DIMENSIONS (Sloping front)
755A 8" direct radiator	8 watts	70-13,000	4 ohms	70°	81.5 db above 10^{-16} watts per sq. cm. at 8 watts input	Speaker—4¾ lbs.	Dia.—8⅝" Depth—3⅛" Baffle Hole Dia.—7"	2 cu. ft.	Width—16" Height—21" Top Depth—9¾" Bottom Depth—12"
756A 10" direct radiator	20 watts	65-10,000	4 ohms	60°	89.5 db above 10^{-16} watts per sq. cm. at 20 watts input	Speaker—10 lbs.	Dia.—10¾" Depth—3¾" Baffle Hole Dia.—$8^{13}/_{16}$"	2½ cu. ft.	Width—19" Height—22" Top Depth—8⅝" Bottom Depth—$11^{13}/_{16}$"
728B 12" direct radiator	30 watts	60-10,000	4 ohms	50°	93.5 db above 10^{-16} watts per sq. cm. at 30 watts input	Speaker—17 lbs.	Dia.—$12^{11}/_{32}$" Depth—$3^{29}/_{32}$" Baffle Hole Dia.—11"	3 cu. ft.	Width—21" Height—23¾" Top Depth—9¾" Bottom Depth—12⅝"
754A 12" direct radiator	15 watts	60-10,000	4 ohms	50°	94 db above 10^{-16} watts per sq. cm. at 15 watts input	Speaker—17 lbs.	Dia.—$12^{11}/_{32}$" Depth—3⅛" Baffle Hole Dia.—11"	3 cu. ft.	—
754B 12" direct radiator (outdoor type)	50 watts	60-10,000	4 ohms	50°	94 db above 10^{-16} watts per sq. cm. at 50 watts input	Speaker—17 lbs.	Dia.—$12^{11}/_{32}$" Depth—3⅛" Baffle Hole Dia.—11"	2½ cu. ft.	—
757A 2 unit system	30 watts	60-15,000	4 ohms	90°	93 db above 10^{-16} watts per sq. cm. at 30 watts input	82 lbs. including cabinet	Composed of 1-728B low frequency unit and 1-713C high frequency receiver with KS-12027 horn	Enclosure furnished with system	Width—30½" Height—20" Top Depth—11¾" Bottom Depth—13⅜"
713B high frequency receiver	25 watts	With horns KS-12024-5-7 800-10,000	4 ohms	(See specifications for horns)	With KS-12024—100 db KS-12025— 98 db KS-12027— 97 db	8 lbs.	Dia.—$4^{9}/_{16}$" Depth—4⅛"	—	—
713C high frequency receiver	25 watts	With horns KS-12024-5-7 800-15,000	4 ohms	(See specifications for horns)	With KS-12024—97 db KS-12025—95 db KS-12027—94 db	8 lbs.	Dia.—$4^{9}/_{16}$" Depth—4⅛"	—	—
KS-12027 high frequency horn	—	With 713C Receiver 800-15,000	—	90° horizontal 90° vertical	—	10 lbs.	Length—13½" Width—$19^{9}/_{16}$" Height—$2^{9}/_{16}$"	—	—
KS-12024 high frequency horn	—	With 713C Receiver 800-15,000	—	50° horizontal 40° vertical	—	7 lbs.	Length—16½" Width—$13^{9}/_{16}$" Height—6⅛"	—	—
KS-12025 high frequency horn	—	With 713C Receiver 800-15,000	—	80° horizontal 40° vertical	—	12 lbs.	Length—19" Width—$23^{25}/_{32}$" Height—6⅛"	—	—
High Level Speaker Systems (For indoor or outdoor use)	Range from 30 to 120 watts in single units	60-10,000	Depends on Components	Range from 50° to 100°	Depends on Components	Range from 140—380 lbs.	Systems composed of 754A or 754B low frequency units, 713B high frequency receivers, and KS-12024 or KS-12025 horns	Enclosures furnished with systems. Include low frequency horns	Range from 30" x 26" x 48" to 78" x 52" x 48"

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420 Lexington Ave., New York 17, N. Y. B-1

Gentlemen: Please send me literature describing the new line of Western Electric loudspeakers.

Name _____

Company _____

Address _____

TRANSCRIBED AND AVAILABLE

for a

27.4 Hooper!

That's a whale of a rating, But that's what the Texas Rangers get at WGBI, Scranton, Pa. They get it with their famous transcription service — which features the western and folk songs that never grow old. And they get the tall Hooper at 6:30 p. m., too, when there is a 37 per cent sets in use figure. Yes, Scranton listens to and likes the Texas Rangers. It's no wonder WGBI renews year after year. Buy the Texas Rangers transcriptions for your market. They build a big audience at WGBI and at scores of other stations, too. They can do the same for you. Wire, write or telephone.

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION

Pickwick Hotel • Kansas City 6, Mo.

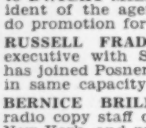
AGENCIES

WILLIAM CHALMERS, formerly with Hudnut Co., New York, as assistant advertising manager, has joined Kenyon & Eckhardt, New York, as assistant to **DWIGHT MILLS**, executive vice president of the agency. Mr. Chalmers will do promotion for Ford radio shows.

RUSSELL FRADKIN, former account executive with Seidel Adv., New York, has joined Posner-Zabin Adv., New York, in same capacity.

BERNICE BRILMAYER, formerly on radio copy staff of Kenyon & Eckhardt, New York, and prior to that with Ralph H. Jones Co., Cincinnati, has joined copy staff of Franklin Bruck Adv., New York.

ALLEN F. CARPENTER, former assistant advertising manager of New Britain Machine Co., has joined staff of Wilson, Haight & Welch Inc., Hartford and New York, as service manager.



Mr. Carpenter

DRAPER DANIELS has been appointed copy director of Chicago office of Young & Rubicam Inc. He has been a member of agency's New York office for several years. Prior to that, he was with Kenyon & Eckhardt, New York, as copy supervisor, and McCann-Erickson, New York, as copy group head.

E. J. CONLON and **BETSY TYROLER**, formerly with Burton Browne Adv., Chicago, have joined John W. Shaw Inc., Chicago, as account executives. **ROBERT JACOBY**, formerly with Charles Daniel Frey Adv., Chicago, and **JO ANN MUNSON**, formerly with H. M. Gross Co., Chicago, also have joined John W. Shaw Inc., as comptroller and copy director, respectively.

STANLEY RESOR, president of J. Walter Thompson Co, New York, was best man at wedding July 25 of **CORNWELL JACKSON**, agency's Hollywood vice president, to Gail Patrick, film actress.

ROGERS & SMITH Adv., Chicago agency, discontinued Los Angeles offices as of July 31.

BENET HANAU & Assoc., San Jose, Calif., Aug. 1 changed name to Hanau-Hyde Co., when **MAURICE H. HYDE** resigned as advertising manager of L. Hart & Sons Co. to join Miss Hanau to service all types of advertising accounts. Mr. Hyde had been with the Hart company for six years.

FRANK E. FEHLMAN has been appointed research director of Street & Finney Inc., New York.

N. W. AYER & SON, New York, has installed a television set at its New York headquarters to keep persons entertained while waiting in reception room.

L. H. COLLINS, C. R. CUSICK, N. D. SCHWERKE and **G. J. WILD** have established Collins-Cusick-Schwerke & Wild Adv. at 2107 Transit Tower, San Antonio, Tex. Telephone: Fannin 0974.

WILLIAM J. GREEN, manager of radio department of the Knollin Adv., late in July moved his headquarters from agency's San Francisco office to its Los Angeles office.

O'BRIEN GOURLAY Ltd., Vancouver, has changed corporate name to O'Brien Adv. Ltd. **M. J. O'BRIEN** is president and general manager, **D. M. TYERMAN** is vice president, and **D. N. MURPHY** is office manager.

PETER SNELL, formerly in advertising department of RCA Victor Ltd., Montreal, has joined Canadian Adv. Agency., Montreal, as an account executive.

ELWOOD K. GRADY, account executive of J. Walter Thompson Co., Los Angeles, has shifted to agency's Seattle office in similar capacity.

MARGARET ROBERTS, assistant to production manager of Knollin Adv. Agency, San Francisco, and John W. Hull have announced their marriage.

JOHN WILTON, former art director of The Sudler Co., Los Angeles, has joined John F. Whitehead & Assoc., Hollywood, as production manager and art director.

JAMES F. EGAN, former head of the copy departments at Kenyon & Eckhardt, New York, and prior to that at Lennen & Mitchell, that city, has been appointed copy chief of Doherty, Clifford & Shenfield, New York, effective Aug. 15.

Mr. Egan

AMERICAN ASSN. OF ADV. AGENCIES will hold regular quarterly meeting Oct. 15 at Ahwahnee Hotel, Yosemite National Park, Calif. This is first such meeting of the organization to be held on West Coast, and it will be in conjunction with AAAA Pacific Council annual meeting being held there Oct. 12-15.

LESLIE NORINS, account executive of Lockwood-Shackelford Adv., Hollywood, and Mary M. McIntyre are to be married Aug. 16.

LAURENCE R. ROSENBAUM, former head of Laurence R. Rosenbaum Adv., New York, has joined Hanson, Gerber & Shaw Adv., New York, as an account executive.

EDMUND C. RIDLEY, former account executive with J. D. Tarcher & Co., New York, for the past 21 years, has been elected a vice president of the agency.

DAVID J. COWEN, former copy chief of Deutsch & Shea, New York, has been appointed creative director of agency.

HAROLD KAYE, radio director of the New York office of Olian Adv., St. Louis, has been appointed vice president of the company. He will continue to be located in the New York office.

GEORGE M. FINLEY, formerly with Young & Rubicam, New York, has joined William Esty & Co., New York, as co-ordinator of media planning.

SAMUEL S. DOTY Jr., formerly with McCann-Erickson, New York, as an account executive, has joined merchandising department of Young & Rubicam, New York.

TED BLISS, producer of Young & Rubicam Inc., is the father of a girl born in Los Angeles July 19.

WORLD C. OF C. PLANS MEDIA SURVEY—LARMON

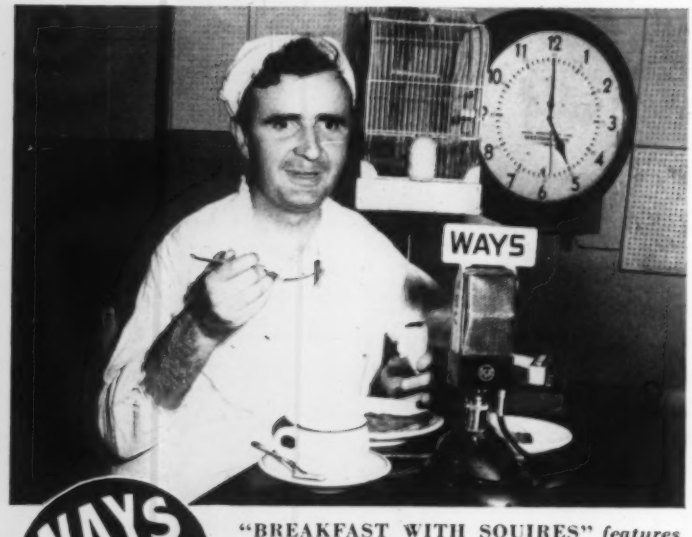
SIGURD S. LARMON, president of Young & Rubicam, returning from the International Chamber of Commerce meeting in Switzerland which he attended as a delegate, said last week in New York that the ICC's Committee on Advertising would undertake a survey of markets and media and hoped to stabilize rate structures throughout the world.

"In certain countries the advertising man is without basic market information," Mr. Larmon said. "He must have accurate data on the size, location, trade conditions and competition in the various markets. And the establishment of standard and uniform rates would help the advertising industry make its contribution to expanded world trade."

Mr. Larmon suggested that American business could aid non-dominated countries of Europe by increasing purchases of goods and services and by eliminating existing obstacles to world trade. "Without seriously affecting the U. S. economy our own imports could be doubled," he added.

10% Pay Increase

TERMS CALLING for 10% increase covering engineers employed by Los Angeles area independent stations have been reached between IBEW Local 45 and management of stations. Dollarwise they are divided into three groups: KGFJ KIEV KWKW pay $74.80; KFVD KFAC KLAC KGER KFOX KRKD start at $82.50; KFWB KMPC KXLA scale begins at $93.50. All supervisors are to be paid 15% above group minimums.



WAYS 610 Kc 5000 WATTS DAY 1000 WATTS NIGHT

"BREAKFAST WITH SQUIRES" features Alonzo Squires, blind disc jockey and mc. Heard 5 AM to 8 AM over WAYS, the Mutual and ABC station in Charlotte, largest city in the Carolinas.

Sales Hungry Sponsors Like "Breakfast with Squires"

Alonzo Squires cannot see. But don't worry about him or his sponsors. They're doing very nicely. 2488 listeners wrote to him in one week. Constantly in demand for public appearances. Entire three hour daily show sold out except for a few choice 15 minute availabilities.

Like to hear an audition disc? Just write WAYS, Charlotte, N. C., or your nearest Weed & Co. office.

"Whadda ya say, I meet you at quittin' time—WFDF Flint says there's a good movie at the Capitol."

News

BILL LARNER, formerly with WCHS Charleston, W. Va. and WTBO Cumberland, Md., has joined news and special events departments of WMFF Plattsburg, N. Y. Mr. Larner previously was with WELI New Haven, Conn., WFMD Frederick, Md., WNBZ Saranac Lake, N. Y., and KFH Wichita, Kan.

ALAN WARD has been appointed sports editor of KLX Oakland, Calif.

JERRY CARR, formerly with WLIB and WINS New York, has joined WHLI and WHNY Hempstead, L. I., N. Y., as newsman.

CHARLES A. EARLEY, newsman at KDKA Pittsburgh, who recently returned to the station after five weeks' illness, suffered a relapse and has returned to the hospital.

TOM MOOREHEAD, sportscaster at WFIL Philadelphia, and **MARJORIE FLEMING,** formerly with E. L. Brown Adv., Philadelphia, were married July 15.

GEORGE R. REEDY, news commentator on WOL Washington, has received plaque, lapel button and gold card denoting membership in United Air Lines "100,000 Mile Club," honor accorded those commercial airline "pioneers" who have completed that distance, or better, as airline passengers.

HARRY ("Red") RYAN, newscaster and commentator for WCOV Montgomery, Ala., is the subject of a feature article in July 11 issue of "Alabama," weekly publication at Birmingham.

GEORGE CARSON PUTNAM, WOR New York news commentator, has received a Tiffany calendar-watch in recognition of his contribution "fostering good will and promoting better understanding among all racial groups." Award was made by committee for Four Chaplains Memorial Pool at Kingsbridge Veterans Hospital.

RUSSELL DAVENPORT, formerly a consultant with **EDWARD R. MURROW,** former vice president and director of public affairs at CBS, has rejoined Time Inc., New York, in its experimental department. Mr. Davenport first joined Time Magazine in 1923, and since then has worked for Fortune Magazine.

HAROLD DAVIS, graduate of Academy of Radio Arts, Toronto, has joined CKNW New Westminster, B. C., as chief news and continuity writer.

WJR DETROIT has presented radio receivers to all members of the staff of the Detroit Weather Bureau office so that "they can tune in to their own forecasts and hear for themselves what a great job they are doing."

Accredit TV Newsman

WALTER COMPTON, DuMont Television Network commentator, is the first newsman heard exclusively on telecasts to be accredited on Capitol Hill by the Radio Correspondents' Assn., according to Leslie G. Arries, general manager of DuMont's WTTG Washington. Mr. Compton's program, presented Mon.-Fri 6:45 p. m. (EDST), utilizes various video effects, including moving headlines. Transradio supplies the basic news service and Harris and Ewing the photographs. Before Mr. Compton, who formerly was heard on Mutual, launched his DuMont program in June 1947 no television station had attempted news on a regular Mon.-Fri. basis, Mr. Arries states.

McDonald Tells of Talks With AT&T, Movie Executives on Phone Vision Plans

FURTHER DETAILS of Zenith Radio Corp.'s plans for phone vision and a few hitherto unpublicized revelations were aired fortnight ago by Comdr. Eugene F. McDonald, company president, at the annual stockholders meeting. Some of the revelations made were these:

(1) Three months ago he had talked to two vice presidents of the American Telephone and Telegraph Co., who were and are interested in phone vision, Comdr. McDonald said. Also, since the announcement of the development earlier this month, Zenith has been approached by three electric utility companies who were anxious, he said, to have power lines instead of telephone wires used with the system.

(2) Comdr. McDonald described a conversation with the head of one of the largest motion picture companies, which also operates a chain of theatres in large cities. He declined to reveal the name of the film executive, but quoted him as saying "Phone vision will give us 20 million new outlets, and we are looking for distribution."

(3) Zenith, Comdr. McDonald told stockholders, had been working since 1931 on a method of using telephone wires for television, but not until three months ago had he received permission from his patent attorneys to reveal development of phone vision.

Emphasizing this as only a surmise, he cited a parallel example of economics under phone vision. If the cost of seeing a new feature, such as "The Yearling," in the home by phone vision were one dollar, and it were seen by a family of five, he said, the producer would need only 25 cents to average five cents per viewer.

Discussing the overall financial condition of the corporation, Comdr. McDonald told stockholders that public demand for Zenith products was still at an all-time high level.

Blames OPA for Loss

Comdr. McDonald also disclosed that Zenith had suffered a "terrific" loss in the first six months of the fiscal year ending April 30, a loss which he attributed chiefly to OPA limitation on the price charged for automobile radio sets. He explained, however, that this loss was partially made up in the last half of the year when prices for these sets were increased 25%.

One new director, Hays McFarland, was elected to replace Irving Allen, who retired from the directorship. Directors reelected for another year include Comdr. McDonald, Hugh Robertson, K. E. Hassel, Irving Herriott, Ralph Hubbort and Frank Miller.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

POWER To you!

AFFILIATE

-SOON-
5000 WATTS
KELO
SIOUX FALLS
THE NBC VOICE
FOR SOUTH DAKOTA

Consider—then Contact
JOHN E. PEARSON CO.

SELLING IS AS SIMPLE AS

IN EASTERN NORTH CAROLINA

WRRF*
5000 WATTS, 930 KC
WASHINGTON, N. C.

*WRRZ
1000 WATTS, 880 KC
CLINTON, N. C.

Bright leaf tobacco is just one of the money crops in Eastern North Carolina, and last year's crop from this rich agricultural belt sold for $245,459,006.

Selling this "as good as gold" market is as simple as calling on the two stations of the Tar Heel Broadcasting System which serve this area. WRRF in Washington, N. C., and WRRZ in Clinton, N. C., have a primary daytime listening area of 31 counties with 922,353 population and 135,510 radio families.

These families listen to these regional Tar Heel stations, which in addition to outstanding local features carry the top programs of the ABC Network.

For speedy sales results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

TECHNICAL

ROBERT HOUGH, former chief engineer of WMMN Fairmont, W. Va., has been named chief engineer of WPDX, new 1-kw daytime station on 750 kc scheduled to begin operations soon in Clarksburg, W. Va.

RAYMOND H. HARDENBERGH, for two years design engineer of Eitel-McCullough Inc., San Bruno, Calif. (equipment mfgr.), has been appointed chief engineer of KSMA Santa Maria, Calif.

BILL COLLINS has been appointed acting chief engineer of CKNW New Westminster, B. C.

LOUIS GILLISPIE has joined engineering staff of KYFM San Antonio.

ARTHUR F. SCHOENFUSS, formerly with WCBS-TV New York, has been appointed chief engineer of Champlain Valley Broadcasting Corp., now starting construction of WRWR and WRWR-FM at Albany, N. Y.

HOWARD H. PAGE, ERNEST WEISS and **LEON DOBBIN** have joined engineering staff of WHLI and WHNY Hempstead, L. I., N. Y.

PAUL SLOAN, member of technical department of KDKA Pittsburgh, has received his 10-year Westinghouse service pin and has been made a member of KDKA Ten Year Club.

ERNEST T. ROBARGE, engineer at WKNE Keene, N. H., is the father of a boy born July 12.

AUDAX Co., New York, has anounced two new Tuned-Ribbon reproducer models. Model 74-A features adequate output without pre-amplification; also jewel stylus which can be replaced by user without returning to factory. Model Studio-81 is fitted with special diamond stylus, practical output adequate for most amplifiers.

I. A. MARTINO, chief engineer of WDRC Hartford, has returned to duties after two months' absence due to an operation.

GLENN D. GILLETTE, consulting engineer, Alexandria, Va., left Boston July 27 aboard the missionary schooner "Morning Star VI" for cruise to Panama. Cruise will continue to the South Seas with 2,000 Bibles for natives from American Board of Foreign Missions of Congregational Christian Churches, but Mr. Gillette, former owner of the ship, will leave the crew in Panama.

New receiver antenna of the microwave relay link is discussed by George E. Hagerty (l), engineering manager, Westinghouse Radio Stations Inc.; J. Kenneth Hiler, RCA television representative for New England, and Mr. Hauser.

* * *

WBZ-TV PLANS TO USE RCA MICROWAVE RELAY

AN RCA Microwave Relay unit will be used by WBZ-TV Boston in connection with remote pickups when it goes on the air with test patterns late this year, W. H. Hauser, chief engineer of the New England Westinghouse stations, announced last week.

This type of local transmission is needed for complete coverage, according to Mr. Hauser, for it provides a method of telecasting remote programs where coaxial lines are not available from the pickup point to the main transmitter. RCA, manufacturer of the unit, says it should provide a satisfactory signal path up to 25 miles, which would meet WBZ-TV's special event requirements over the greater part of the Metropolitan Boston area.

Westinghouse, meanwhile, is proceeding with construction of its million-dollar center in suburban Allston. When completed, it will house studios, offices, and transmitting space for WBZ-TV and WBZ-FM, and studios and offices for WBZ and WBOS (shortwave station). Main transmitting plant for WBZ and WBOS will continue to be located at Hull on Boston's South shore.

John Cornell

JOHN CORNELL, 32, announcer on NBC's *Just Plain Bill* and former CBS staff announcer, died July 29 at his Jackson Heights, L. I., home. Police reported that Mr. Cornell, whose real name was Earl Kalusche, shot himself in the head. A note was left by the announcer addressed to his wife Titia, a model, who, with their seven-year-old son, was in Coral Gables, Fla., according to police.

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

WILLIAM A. WHEELER, former sales representative for World Broadcasting System, New York, has been appointed manager of the Transcription Dept. of Columbia Records Inc., Hollywood. Prior to his association with World Broadcasting, where he dealt exclusively in transcription work, Mr. Wheeler was business manager of Domestic Radio Bureau, OWI in Washington, D. C., and for six years was with U. S. Office of Education.

CALIFONE Corp., Los Angeles, is marketing portable transcription player weighing less than 10 lbs. Headed by **ROBERT G. METZNER**, firm claims player handles records up to 17¼" at both 33 1/3 and 78 r.p.m.

FINLEY TRANSCRIPTIONS Inc., Hollywood, has taken over national distribution of "The David Street Song Shop," quarter hour musical series featuring David Street, with Lucille Norman. About 130 shows are available.

MAYFAIR TRANSCRIPTION Co., Hollywood, has projected transcribed "Alan Ladd Show." Planned for 52 weeks, series will feature weekly dramatic segment directed by Leonard Reed. **SPORTSMEN'S QUARTET** have been signed to headline 52 week transcribed series of music and variety produced by Jack Stewart for the Mayfair Company.

ORRIN NANCE has been named general sales manager of Broadcast Recorders, Hollywood.

"IBCing you" . . . in INDIANAPOLIS

"Mere Man" Proves It's Really a Woman's World

Every Monday through Friday—at 2:45 p.m. (C.D.S.T.)—WIBC Actor-Producer Barry Lake doffs his hat and for 10 minutes dons the role of a "mere man" adrift in a sea of nylons, nurseries and other matters feminine. For the homemakers of Hoosierland, Barry Lake's "Memos of a Mere Man" are a much-prized source of afternoon entertainment—providing each day a quick, warm-hearted profile of some outstanding woman-in-the-news, a fast-paced "capsule story" with a humorous or surprise ending and a well-assorted array of additional features, all of which go to prove it's really a woman's world—man notwithstanding. For the advertiser seeking to court the buying fancy of Indiana womanhood, this bright WIBC live-talent show offers a ready-made audience with which to start the sales ball rolling. For full details, see your John Blair Man.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC 1070 KC 5000 WATTS BASIC MUTUAL

The INDIANAPOLIS NEWS Station

DOING A SUPER-SELLING JOB IN IDAHO

KSEI
POCATELLO • IDAHO

FOR SERVICE as president (1945-1946 and 1946-1947) of Southern California Broadcasters Assn. Robert O. Reynolds (l), vice president and general manager of KMPC Hollywood, receives plaque from William Beaton, new SCBA president and KWKW Pasadena general manager.

Los Angeles Club Awards Ad Achievement Trophies

FIRST ANNUAL Advertising Achievement Trophies for western advertising agency personnel were presented to Ray Cormier, Allied Adv. Agencies, Los Angeles, and Margie Crawford, West-Marquis Inc., Los Angeles, at Los Angeles Ad Club July 29.

Awards, established by KGO San Francisco, are to be presented each year to one representative each of men's and women's junior advertising clubs who have "achieved the most in the past year."

Miss Crawford is president of Los Angeles Junior Advertising Women's Club and Mr. Cormier is president of the men's group.

New Garod Console

GAROD RADIO Corp., Brooklyn, New York, last week introduced its new fall models, including a television console with a ten-inch picture tube, at a press showing in New York's Park Central Hotel. The video unit receives AM, FM and shortwave broadcasts and includes an automatic record changer. It will retail for less than $700, according to Max W. Weintraub, Garod's president.

PHILADELPHIA'S No. 1 Sports Station

BIG LEAGUE BASEBALL
COLLEGE & PRO FOOTBALL
HIGH SCHOOL BASKETBALL
BIG TIME BOXING

10,000 Watts WIBG

REPRESENTED: Nationally by Adam J. Young, Inc. In New York by Joseph Lang, 31 W. 47th Street

Renting of TV Receivers Increasing in New York

COMMERCIAL TELEVISION Corp., New York, is actively engaged in the business of renting television receivers to bars, restaurants and other establishments whose owners want to test video's pulling power before laying out the $2,000 or so needed to buy a large-screen set.

This newest offspring of the rapidly developing television industry was launched some six weeks ago as a sideline by Albert P. Brod, whose main business is refrigeration and air conditioning. Already, he told BROADCASTING last week, CTC has bought more than 50 United States Television sets with 475-square-inch screens and placed them in New York locations.

Deal is a straight cash rental for three months, six months or a year, he said, with an arrangement whereby the renter will be credited with up to 90% of his rental fees on the purchase price of the set if he decides to buy it.

Jones Is Named Manager Of RCA Hollywood Unit

WATSON JONES, who has been associated with RCA in the motion picture field for nearly 20 years, has been appointed manager of RCA's Hollywood Film Recording Sales, succeeding W. V. Wolfe. For the past 17 years Mr. Jones has been in Hollywood, where he has been active in sales and installation of RCA equipment in the leading studios. Recently he engineered RCA's first 16 mm mobile recording unit, delivered to Coronet Films in Chicago.

Mr. Jones joined RCA in 1929 and worked on theatre sound reproduction problems until 1930, when he was transferred to the RCA theatre service group in Hollywood. He was appointed to the RCA film recording activity in 1935 to handle Hollywood studio contracts and has continued in this activity.

Report 95% Teen-Age Girls Have Own Receivers

IN A SURVEY by *Seventeen* Magazine, it was determined recently that 95% of teen-age girls have radios or radio-phonographs of their own, 92% buy their own records and 71% study either voice or a musical instrument.

Almost half of the girls hope to have a new radio or radio-phonograph this year. Forty-five percent of them want the new instrument to be a console style, 71% want it to have FM and half of them want to have a television attachment.

The survey indicated that the influence of teen-agers on the purchase of the family's music unit is evident, since 51% of the girls urged the purchase of the instrument now and more than 7% actually paid part or all of its cost.

BMI Pin-up Sheet

Hit Tunes for August

(On Transcriptions)

CASTANETS AND LACE (Republic)

ASSOCIATED—Vic Damone
LANG-WORTH—Tommy Tucker
WORLD—Charlie Spivak

COME TO THE MARDI GRAS (Peer)

THESAURUS—Sweetwood Serenaders
LANG-WORTH—Frankie Carle
STANDARD—Curt Massey
ASSOCIATED—Vic Damone

IT TAKES TIME (London)

CAPITOL—Buddy Cole
LANG-WORTH—Four Knights
WORLD—Eddy Howard
MacGREGOR—Barclay Allen
STANDARD—Connie Haines
THESAURUS—Sweetwood Serenaders

I WONDER WHO'S KISSING HER NOW (Marks)

THESAURUS—Music Hall Varieties
STANDARD—Claude Sweeten
ASSOCIATED—George Towne
MacGREGOR—Artie Wayne
WORLD—Frankie Froeba
" —Ray Bloch
LANG-WORTH—Chuck Foster
" Randy Brooks

JUST AN OLD LOVE OF MINE (Campbell-Porgie)

LANG-WORTH—Frankie Carle
WORLD—Nat Brandwynne
ASSOCIATED—Phil Brito
THESAURUS—Novatime Trio

LOLITA LOPEZ (Encore)

ASSOCIATED—Art Mooney
LANG-WORTH—Airlane Trio
CAPITOL—Billy Butterfield
STANDARD—Lawrence Welk

MY ADOBE HACIENDA (Peer)

MacGREGOR—Sunshine Girls
" Barclay Allen
" Henry King
WORLD—Eddy Howard
THESAURUS—Novatime Trio
STANDARD—Curt Massey
" Leighton Noble
ASSOCIATED—Hank D'Amico
LANG-WORTH—Chuck Foster
CAPITOL—Jan Garber

SMOKE! SMOKE! SMOKE! (THAT CIGARETTE) (American)

Tex Williams—Cap. 40001
Lawrence Welk—Dec. 24113
Phil Harris—Vic. 20-2370
Deuce Spriggins—Coast 263

STORY OF SORRENTO (Pemora)

LANG-WORTH—Lenny Herman

THERE'S THAT LONELY FEELING AGAIN (Mellin)

THESAURUS—Music of Manhattan
LANG-WORTH—Randy Brooks
CAPITOL—Billy Butterfield
" Skitch Henderson
WORLD—Russ Morgan
ASSOCIATED—Art Mooney
STANDARD—Curt Massey

Coming Up

AIN'T NO HURRY, BABY (Stuart)
EV'RYBODY AND HIS BROTHER (BMI)
FORGIVING YOU (Mellin)
GOT A RING AROUND ROSIE'S FINGER (Dawn)
HILLS OF COLORADO (London)
HONEYMOON (Marks)
IT'S SO NICE TO BE NICE (Tune-House)
MY LOVE FOR YOU (Encore)
TENNESSEE (Stevens)
THIS IS THE INSIDE STORY (Stevens)
WAIT'LL I GET MY SUNSHINE IN THE MOONLIGHT (Vanguard)

BROADCAST MUSIC INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

TV CARAVAN STILL IN BLACK

Mid-Tour Success Report Made by Sposa; Sponsors Are Enthusiastic

Earlier Caravan story on page 61

LAST THURSDAY as the RCA-Victor Allied Stores Television Caravan rang up its curtain in the Maas Bros. department store in Tampa for the eleventh opening of its 22-city tour, Lou Sposa, the Caravan's program manager, made a mid-tour report.

To date, he said, the Caravan has been seen by over half a million persons in seven states. Eighty radio programs have originated from the video studios set up overnight in the stores. Ninety pages of advertising have been devoted to the tour and it has made the front pages of more than a hundred local newspapers. Most important, the Caravan started out in the black and is still in the black at the halfway mark, with every prospect of staying that way through the remainder of the tour, Mr. Sposa declared.

The report pointed out that the tour's sponsors are enthusiastic about the low cost of point-of-sale demonstrations provided by the Caravan, while all of the stores visited so far have had increased store traffic and sales during the stay of the Caravan.

Even in New York, where regular television program service dates back to 1939, increases were far ahead of expectations, and in cities where television was new to the public the crowds and business were of pre-Christmas variety, with one store reporting a 31% increase directly attributable to the Caravan's visit.

Pessimistic prophets who predicted at the tour's beginning that the equipment would not stand up under the strain of long hauls packed in jeep station wagons will be disappointed with the statement of Bernard Brink, chief engineer of the Caravan, that the U. S. Rubber Co. cellular rubber sheeting in which the equipment is packed has kept it in as good physical condition as the day it left the RCA plant in Camden at the offset of the tour. The store-week schedule has not only been maintained but the crew also cut a day off the allotted time for driving from Cincinnati to Tampa so they could get in an extra day's swimming in the Gulf.

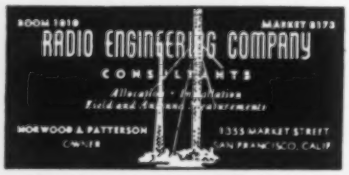
Several of the Caravan's sponsors have expressed interest in continuing the Caravan beyond its scheduled windup in October, according to Sam Cuff, general manager of the tour.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

The Robert L. Kaufman *Organization*
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292



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Erection, lighting, painting & Ground Systems
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C. H. Fisher, Agent Phone TR 7303

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RADIO CONSULTANTS, INC.
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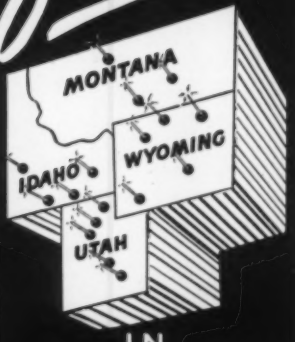
121 EIGHTH ST., S.E. PHONE 845-W
JAMESTOWN, NORTH DAKOTA

Hooper Survey Reveals
INTERMOUNTAIN NETWORK *first*--



IN INTERMOUNTAIN WEST
Ask AVERY-KNODEL For Details

ALLIED ARTS

WILLIAM M. MAGUIRE, associated with distributor sales department of Sylvania Electric Products, Inc., has been transferred to company's radio tube division where he will serve as products specialty salesman in cooperation with Sylvania sales division managers and distributors in eastern United States.

BEDFORD RADIO & TELEVISION Co., Brooklyn, N. Y., has appointed Richard & Gunther, New York, to handle its advertising.

OFFICES of Local 1212, IBEW, radio broadcast engineers union, formerly located at 60 East 42nd St., New York, have been moved to 118 East 28th St., New York.

AMERICAN TELECASTING, Hollywood, has been organized as a subsidiary of American Television Laboratories, that city, to package live video productions as well as training production personnel. **WILLIAM FARNUM**, veteran actor, is in charge of talent.

U. S. TELEVISION MFG. Corp., New York, has introduced a new console model television set, T-502, which includes AM, FM and shortwave radio reception and automatic record changer in addition to video via 10-inch direct view tube, giving picture area of 54 square inches, in cabinet 36" wide, 40" high and 22" deep, about a third more compact than earlier models. T-502 retails for $895, including federal excise tax. Installation is extra.

DONALD DAVIS has joined Imperial Productions, Toronto, as assistant to manager **DAN CARR**.

CANADIAN FACTS Ltd., Toronto survey firm, has moved to larger quarters at 146 Wellington St. West, Toronto.

TELEVISION SCREEN PRODUCTIONS Inc., began shooting its first commercial "minute movie" last week at its New York studios, it was announced by **CHARLIE BASCH**, president of the video firm. The commercial will be shown to agencies to prove how much selling and impact can be contained in a one-minute film.

RICHARD C. OLSON, California attorney and son of Culbert L. Olson, former governor of California, has been appointed sales representative of United States Television Mfg. Corp. in Los Angeles. **CHARLES W. KOEHN**, formerly in U. S. Navy, has been appointed representative in Manhattan district for UST.

CHUCK KOREN, radio head of Nat Goldstone Agency, Hollywood talent service, has resigned.

UNITED STATES TELEVISION Mfg. Corp. produced its 1,000th large screen —475 square inches—television receiver July 24, not counting the company's home video sets.

WSLI
JACKSON MISSISSIPPI
NOW 5000 WATTS
Day & Night ★ 930 kc.
★ The Only Mississippi Station authorized to Operate with 5000 Watts at Night.
WSLI —the "Double-Return" station, offers maximum coverage of the South-Central market at less cost.
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

CONSULTING RADIO ENGINEERS

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Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
983 NATIONAL PRESS BLDG. DI. 1205
WASHINGTON, D. C.

PAUL GODLEY CO.
LABS: GREAT NOTCH, N. J
LITTLE FALLS 4-1000

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501-505 Munsey Bldg. — District 8456
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Commercial Radio Equip. Co.
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There is no substitute for experience
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Telephone NAtional 7757

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PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
EARLE BLDG. WASHINGTON, D. C.
NATIONAL 6513-6515

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

HAROLD B. ROTHROCK
GEORGE B. BAIREY
ASSOCIATE
1909 EYE ST., N.W. NATIONAL 0196
WASHINGTON, D. C.

GARO W. RAY
991 BROAD STREET PHONE 5-2055
BRIDGEPORT, CONNECTICUT

LENT AND POAST
CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 F St., N. W. DISTRICT 4127

HERBERT L. WILSON
1018 VERMONT AVE., N.W. NA. 7161
WASHINGTON, D. C.
1000 No. Seward St. Ho. 6321
Hollywood, 38, Cal.

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
CONSULTING RADIO ENGINEERS
363 E. 75TH ST. TRIANGLE 4400
CHICAGO 19, ILLINOIS

DIXIE B. McKEY & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D. C. ADams 3711

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1703 K ST., N.W. REPUBLIC 1951
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Telephone: DOuglas 5380

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JUSTIN 8-6108

COLTON & FOSS, INC.
927 15TH ST., N.W. REPUBLIC 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
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P. O. Box 2407
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ANDERSON & MERRYMAN
New York City
33 W. 42nd St.
Wis. 7-9391-2
New Orleans
American Bank Bldg.
Raymond 0111
Laboratories: Baton Rouge, La.
Roosevelt Road

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
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20 Algoma Blvd. Ph. Blackhawk 22
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Barclay & Saxon
Radio Engineering Consultants
2915 Red River Phone 2-5055
Austin, Texas

NETWORK ACCOUNTS

New Business

PETER PAUL Inc., Naugatuck, Conn. (candy, gum), Aug. 18 starts for 52 weeks "James Abbe, News" on ABC Western stations, Tues.-Thurs., 7:30-7:45 a.m. (PST). Agency: Brisacher, Van Norden & Staff, Los Angeles.

JOHN HANCOCK INSURANCE Co., Boston, Oct. 4 begins sponsorship over 18 CBS stations in Tex., Calif., and Shreveport, La., of "Sublime," a comedy program, Sat., 7:30-8 p.m., originating at KNX Hollywood. Agency: McCann-Erickson, New York.

McCOLL FRONTENAC OIL Co. Ltd., Montreal (oil and gasoline), Nov. 15 starts Metropolitan Opera broadcasts on 22 Trans-Canada network stations, Sat. 2-5 p.m. Agency: Ronalds Adv. Ltd., Montreal.

W. P. FULLER & Co., San Francisco (mfg. of paints and glass), July 28 for 52 weeks started five-minute newscast by Frank Goss, over entire CBS Pacific Coast network, Mon.-Sat. 7:55-8 p.m. (PST). Agency: McCann-Erickson, San Francisco.

BALLARD & BALLARD Co., Louisville, Sept. 4 expands its sponsorship of "Renfro Valley Folks," on CBS from once weekly to four days a week, Sun., Thur., Fri. and Sat., 9:15-9:45 a.m. Agency: Henri, Hurst & McDonald, Chicago.

PROCTER & GAMBLE of Canada Ltd., Toronto (Dreft), Sept. 6 starts "Life of Reilly" on 24 Trans-Canada stations, Sat. 8-8:30 p.m., with repeat to Pacific Coast 11:30 p.m.-midnight. Agency: Dancer-Fitzgerald-Sample of Canada, Toronto.

Renewal Accounts

GENERAL MILLS Inc., Minneapolis, July 31 begins its 15th year of continuous sponsorship of "Jack Armstrong," on ABC, Mon.-Fri., 5:30-5:45 p.m. Agency: Dancer-Fitzgerald-Sample, Chicago.

PHILIP MORRIS & Co. Ltd., New York, Sept. 9 renews for 13 weeks the Milton Berle show on NBC, Tues. 8-8:30 p.m. Agency: The Blow Co., New York.

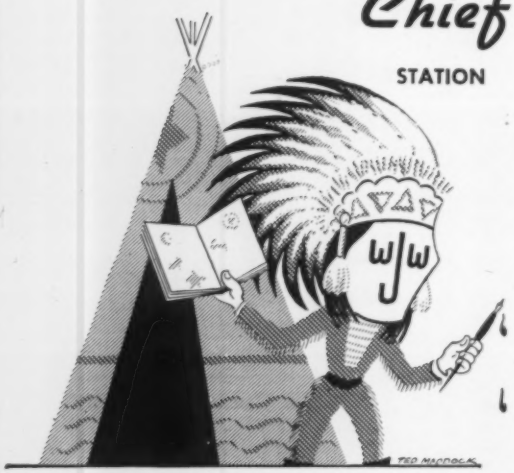
WKNX Formal Opening Slated for Early August

FORMAL opening of WKNX Saginaw, Mich., is slated for early this month, according to station officials. Though WKNX went on the air April 17, official opening has been delayed because of material shortages and construction problems. It is a 1 kw daytime outlet on 1210 kc, headed by O. J. Kelchner, long associated with Fort Industry stations and lately general manager of WIBC Indianapolis.

Mr. Kelchner

Associated with Mr. Kelchner, as partners of the Lake Huron Broadcasting Co. are William J. Edwards, commercial manager, formerly with Fort Industry Co., and later with KMTR Hollywood; and Howard H. Wolfe, program director, ex-Fort Industry program director and more recently with radio department of Veterans Administration. George Reed of WJIM Lansing is WKNX chief announcer. Other announcers include: Ralph Kobernat, Don Andrews, Dale Remington and Ed Moose. Max Thomas, formerly with WMRN Marion, Ohio, is chief engineer.

RESERVATIONS FOR SALES PLANNERS with CLEVELAND'S Chief STATION



A reservation for a choice WJW program gives sales planners a new lease on the Cleveland money market. Service includes: more daytime listeners per dollar in the Cleveland area . . . more steam for your advertising dollar with a consistent schedule of promotional announcements.

BASIC ABC Network CLEVELAND, O. **WJW** 850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

SPONSORS

ROBERT DAVISON, formerly in market research division of General Foods Corp., New York, has been appointed assistant to **CHARLES G. MORTIMER Jr.,** vice president in charge of marketing for the firm. **FIELDER BLACK,** formerly with General Foods sales division, has been named staff assistant in the market research division.

GEORGE EHRET BREWERY, Brooklyn, last week announced increase of their advertising budget for the 1947-1948 seasons, which will make advertising campaign the most ambitious one in its 81-year history. Advertiser is currently sponsoring "Murder at Midnight" on WJZ New York and plans to start spot announcement campaign early this fall. Agency: Moore & Hamm, New York.

BOTANY WORSTED MILLS, Passaic, N. J., has renewed for 13 weeks its weather forecast spots on Paramount television stations WBKB Chicago and KTLA Los Angeles. Spots are aired Sunday evenings on KTLA and before Friday night boxing bouts on WBKB. Agency: Alfred J. Silberstein-Bert Goldsmith Inc., New York.

VICK CHEMICAL Co., New York, has signed with three Yankee Network stations: WNAC Boston, WAAB Worcester and WEAN Providence, to sponsor Mon., Wed. and Fri. morning edition of "Tello-Test" program. Sponsorship starts on WNAC Sept. 15; WEAN, Sept. 1 and WAAB, Sept. 15. Agency: Morse International Inc., New York.

McBRIDE FOOD PRODUCTS Co., South Pasadena, Calif., Sept. 22 starts daily participation in "Sunrise Salute" and "Housewives Protective League" on KNX Hollywood, as 13 week test preparatory to expansion to other regions. Agency: Lisle Sheldon Adv., Los Angeles.

HUGH R. CONKLIN, former assistant to district sales manager of Calumet-LaFrance division of General Foods Corp., in San Francisco, has been appointed assistant sales manager of that division.

ARTHUR FREEDMAN and **RUBY SCHECTER** have been appointed to sales staff of New York branch of National Silver Co. Both men formerly were in sales capacity in housewares and silverware fields.

AMERICAN TOBACCO Co., New York, last week announced that it is planning to sponsor experimental television broadcasts of football games this fall through N. W. Ayer & Son, New York and Philadelphia.

STROMBERG-CARLSON Co., Rochester, N. Y., has appointed the Federal Adv. Agency, New York, to handle advertising of its complete line of radio instruments, effective immediately.

JOHN T. McLEAN, former advertising manager for Hall Bros. Inc., Kansas City, creators of Hallmark greeting cards, has been appointed advertising manager of Vendo Co., Kansas City. While with the Hall company, Mr. McLean handled the Hallmark show, "Reader's Digest Radio Edition" on CBS. He formerly was with Westinghouse Electric Corp. where he worked on the John Charles Thomas Westinghouse program.

SOUTHERN CALIFORNIA CITRUS FOODS, Redlands, Calif. (Real Gold orange, lemon base-concentrate), on Aug. 11 starts for 13 weeks daily participation in "Sunrise Salute" and "Housewives Protective League" on KNX Hollywood. Firm also uses daily participation in "Treasure Chest" on WKRC Cincinnati. Other stations will be added. Agency: J. Walter Thompson Co., Los Angeles.

ELECTRIC AUTO-LITE Co., Toledo (spark plugs), adds KGMB Honolulu and KHBC to list of 143 CBS stations used last year for "Dick Haymes Show," when program resumes Sept. 11. Agency: Ruthrauff & Ryan, New York.

KIP Corp. Ltd., Los Angeles (Kip ointment), in addition to present campaign, on July 17 started spot announcement schedules on KTAR KVOA KYUM KGLU KYCA KAWT KWJB KFBK KMJ KWG KERN KOH. Contracts are for 26 weeks. Agency: Dean Simmons Adv., Hollywood.

QUEEN CHARLOTTE AIRLINES, Vancouver, has appointed Stewart-Lovick & MacPherson, Vancouver, as advertising agency, and plans to use radio spots.

Temperatunes

NOVEL gimmick which gives a different jingle for every degree of temperature is feature of new spot campaign produced by Starr Radio Productions, Chicago, for regional sponsorship. Contract for 52 weeks just signed by company with George H. Hartman Co., Chicago agency, calls for local spots on WBBM, WAIT and WGN, all Chicago, with M. J. Lanahan Inc., Chicago (car dealers), as sponsor. "Temperatunes" campaign are now on 82 stations.

LYONS-MAGNUS ROOT BEER Co., San Francisco (soft drink), in early fall plans to expand its radio campaign to stations in Oakland, Calif. Sponsor is now using spot announcements on KFBK and KROY Sacramento, Calif.

LUCKY STORES Inc., Oakland, Calif. (super market chain), plans series of radio campaigns in Northern California cities in connection with opening of new markets in the chain. Markets are scheduled to be opened in three areas during next three months—San Leandro, Salinas and San Bruno. In addition Lucky Stores is carrying spot announcements on KPO and KGO San Francisco. Agency: Botsford, Constatine & Gardner, San Francisco.

WASHINGTON STATE APPLE COMMISSION, Wenatchee, seasonal user of radio, is planning heavy spot campaign in many of major markets throughout country, which will probably start in early Fall. Campaign will be for 13 weeks, according to present plans. Agency: J. Walter Thompson Co., San Francisco.

PACIFIC TELEPHONE & TELEGRAPH Co., San Francisco (public utility), has started spot announcement campaign on all stations in San Francisco Bay area, calling attention to change in telephone numbers which go into effect Aug. 10. Transcribed one-minute spot announcements are being used. Campaign will continue throughout fall season. Agency: BBDO, San Francisco.

ACME BREWERIES, San Francisco (Acme beer), this month (August) starts sponsorship of professional football games played by the 49ers of San Francisco. All games, home and away, will be broadcast live. KLX Oakland, Calif. will broadcast initial five games and KYA San Francisco has been contracted to do the remaining in series of 14 games. Agency: Brisacher, Van Norden & Staff, San Francisco.

CHNS

HALIFAX NOVA SCOTIA

IN TWENTY YEARS, PIONEER TO LEADER; FROM 1000 WATTS TO 5000 WATTS—SOON!

JOS. WEED & CO.
350 Madison Ave., New York
Know What We Can Do
ASK HIM

WABD Survey Shows Television Tastes

Entertainment Preferred Above Education, Du Mont Finds

EVEN BY TELEVISION, education is less popular than entertainment with the viewing public, according to a survey of audience reaction to the Tuesday evening programs of WABD, Du Mont video station in New York.

Ballots covering regularity of listening, opinion of program quality, average number of viewers and leaving room for comments on WABD's four regular Tuesday evening programs were sent to 5,250 persons. Accompanying letter from M. J. Alexander, Du Mont advertising manager, explained that this evening was chosen because WABD is the only New York video station regularly giving program service on Tuesdays.

Replies were received from 744 persons, 14.1% of the mailing list. The answers indicated that *Small Fry Club*, a program telecast 7-7:30 p.m. for small children, was viewed regularly by 54% of the respondents and occasionally by 24%, that 38% thought the program quality very good and another 30% found it good, that 4.6 was the average number of viewers at home . . .1.5 men, 1.3 women, 1.8 children; while 1.2 persons see this program in public places . . . .7 men, .3 women, .2 children.

Those audience figures were almost exactly paralleled by the data for *Cash and Carry*, a comedy quiz show, watched regularly by 53% and occasionally by 28%, with 42% finding it very good and 25% good. Home viewers averaged 4.2 per set . . . 1.8 men, 1.4 women, 1.0 children. Viewers in public places totaled 1.2 . . . .7 men, .4 women, .1 children.

The Western feature film again drew an almost identical response, with 53% of the respondents watching regularly, 26% occasionally, 28% finding the quality very good and 24% good, 4.4 persons watching at home . . . 2.1 men, 1.2 women, 1.1 children; 1.5 watching in public places . . . .9 men, .4 women, .2 children.

For the fourth program, *Serving Thru Science*, regular viewers dropped to 37% of the respondents, occasional viewers were 34%. Program was rated very good by 30%, good by 29%. Its home audience averaged 2.7 persons . . . 1.3 men, 1.0 women, .4 children; in public places viewers averaged 1.2 . . . .8 men, .3 women, .1 children.

Conclusion seems to be that as long as the television set gives unadulterated entertainment about half the audience will watch it, but that only a third will keep their sets on when education creeps in. Time of telecast may also be a factor, perhaps if the science show preceded instead of following the film it would have a higher rating.

Two of the programs are sponsored and for each of them the questionnaire asked for the sponsor's name. Chevrolet Division of General Motors, sponsor of the Western film telecasts, was correctly identified by 29.4% of the respondents. U. S. Rubber Co., sponsor of *Serving Thru Science*, had a sponsor identification of 32.9%, an exceptionally high figure in comparison with the 37% figure for regular listening, showing that the sponsor was identified by 88.9% of the program's regular listeners.

UST Video Sales Up

AN INCREASE of nearly 20% in sales volume of United States Television Mfg. Corp. video receivers in June as compared with May was reported last week by the company. June sales were $253,258 compared with $213,174 for May. In the first six months of the year television receiver sales volume was $1,086,315. Company reported earnings for the first quarter of $128,404, equivalent to 40 cents a share on the 319,000 shares outstanding.

EARPHONES SOLUTION

WHAS and Lebanon Fan Make 'Courier-Journal' Page 1

IT ISN'T OFTEN that a houseboy makes page 1, but Norman (Willie) Ramsey of Lebanon, Ky., did—and so did his favorite radio program, *Kentucky Calls America*, WHAS Louisville's midnight-5 a. m. record show.

Willie, a bit hard of hearing, was in the habit of turning on his radio full blast to hear the show, but he landed in jail when neighbors complained. He had just scraped up enough money to pay his fine, $14.65, when Jim Lounsbury, m. c. of the program, who had read about Willie's arrest on page 1 of the Louisville *Courier-Journal* as he was going to work the night before, arrived on the scene from Louisville, 55 miles away.

Not only was Willie reimbursed by WHAS for the fine, but he received from the station a set of earphones so he could tune in *Kentucky Calls America* without disturbing the neighbors. The episode was recorded for other *Kentucky Calls America* fans by Mr. Lounsbury, who brought with him to the Lebanon jail a WHAS crew and recording equipment. Even Police Chief Wilmer Garrison, who had arrested Willie, had a few words to say on the disc.

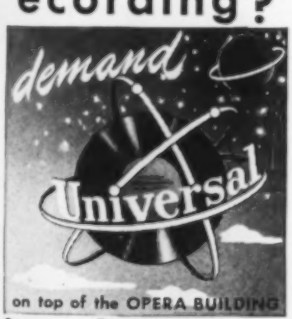
Video Caravan Attracts During Cincinnati Stay

HUGE CROWDS were attracted to the Television Caravan of Allied Stores and RCA during its three-day stay in Cincinnati, July 22-24. Preceeded by a parade of industrial and television jeeps, the caravan arrived at Rollman & Sons Co., its demonstration point, and was greeted by Mayor Carl Rich and George B. Jacobs, president of Rollman's.

The vast possibilities of television as an advertising medium for department stores were brought out by Howard E. Whetro, television co-ordinator and sales promotion manager, who said that men and women alike showed great interest in commercial announcements where actual demonstrations were made.

TWILIGHT SHOT of new FM antenna of KERA atop Mercantile Bank Bldg., Dallas. KERA, operating on channel 232 (94.3 mc), is affiliated in ownership with WFAA, Dallas NBC-ABC outlet.

Recording?



in chicago

TRANSCRIPTION MASTERS • REFERENCE RECORDING

Now! 5000 Watts Day and Night

WESTERN NORTH CAROLINA!

Serves ALL of Western North Carolina BEST

Represented by

HEADLEY-REED COMPANY

● YOU NEED

Only two types of PLUG-IN amplifiers...Type 116-A as a pre-amplifier or booster...Type 117-A as a program amplifier, monitor, or booster.

Only two types of tubes, 1620's and 6V6GT's.

● YOU SAVE

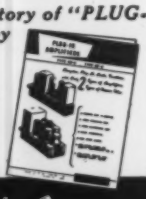
By conserving rack space.

By simplified maintenance... Just PLUG-IN a spare amplifier should trouble occur.

● YOU HAVE QUALITY

These amplifiers are built to the Langevin standard of high quality performance...They exceed the FCC specifications for FM.

The complete story of "PLUG-IN Amplifiers by Langevin" is ready for you now in booklet form... write for it today.



The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 33 W. 60 St. 23 · SAN FRANCISCO 1050 Howard St. 3
LOS ANGELES 1000 N. Seward St. 38

ACTIONS OF THE FCC

JULY 25 TO JULY 31

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-condition(s)
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

July 25 Decisions . . .

ACTIONS ON MOTIONS BY COMMISSIONER HYDE

The Gate City Co., Keokuk, Iowa—Granted petition for leave to amend its application so as to show current information on qualification of applicant's officers, directors and stockholders, and make other changes; accepted said amendment.

DeKalb Radio Studios, DeKalb, Ill.—Granted petition insofar as it requested leave to amend its application so as to specify 500 w power instead of 250 w, and to change paragraphs 16 and 25-28 of application to show change in power and engineering information incidental thereto; accepted said amendment.

Western Maryland Bcstg. Corp., Hagerstown, Md.—Granted petition for leave to amend its application so as to change name to "Cavalier Bcstg. Corp." and accepted said amendment.

KPDR Central Louisiana Bcstg. Corp., Alexandria, La.—Granted petition for leave to amend its application so as to specify frequency 970 kc with 1 kw unl. instead of 1400 kc 250 w unl. and make other changes; accepted said amendment and, on Commission's own motion, removed application, as amended, from hearing docket.

Blackhawk Bcstg. Co., Sterling, Ill.—Granted petition for leave to amend its application so as to add supplemental engineering report containing additional information concerning possible interference to certain existing stations; accepted said amendment.

Lockport Union-Sun and Journal, Inc., Lockport, N. Y.—Granted petition for leave to amend its application so as to specify frequency 1230 kc instead of 1340 kc, and make other changes; accepted said amendment; on Commission's own motion removed application as amended from hearing docket.

WCNT Hobart Stephenson, Centralia, Ill.—Granted petition to dismiss without prejudice its application for CP.

Beaufort Bcstg. Co., Washington, N. C.—Granted petition for leave to amend its application so as to specify frequency 1340 kc instead of 1400 kc and make other changes; accepted said amendment; and removed application, as amended, from hearing docket.

WARM Union Bcstg. Co., Scranton, Pa.—Granted petition for leave to amend its application so as to change paragraph 14 to show more detailed information concerning the feed system used with petitioner's directional array; accepted said amendment.

KBTM Regional Bcstg. Co., Jonesboro, Ark.—Granted petition for waiver of Sec. 1.387 and late acceptance of written appearance in re application of Scott County Bcstg. Co., Sikeston, Mo.

Mason City Bcstg. Co., Mason City, Iowa—Granted petition for leave to amend its application so as to add a supplemental engineering study relative to other radio service available to the area proposed to be served; accepted said amendment.

KCOK Herman Anderson, Tulare, Calif.—Granted petition insofar as it requests leave to amend its application so as to specify new transmitter site and make other changes; accepted said amendment; removed amended application from hearing docket; further ordered that insofar as petition requests grant without hearing, the petition is dismissed.

KAKC Public Radio Corp., Tulsa, Okla.—Granted petition to enlarge issues in proceeding in Dockets 8043, 8064, 8065 and 8270, and amended Notice of Hearing to include issue: "To determine the type and character of program service rendered by KOIN to the areas and populations that would be lost, if any, to KOIN if the application of Public Radio Corp. (KAKC) were granted, and the character of other broadcast services available to those areas and populations."

Wired Music, Inc., Rockford, Ill.—Granted petition insofar as it requests leave to amend application so as to specify 100 w power instead of 250 w, and make other changes; accepted said amendment; insofar as petition requests enlargement of issues, it is dismissed.

Governor Dongan Bcstg. Corp., Albany, N. Y.—Granted petition for leave to amend its application so as to show the addition of five minor stockholders; and make other changes; accepted said amendment.

KPSC Sun Country Bcstg. Co., Phoenix, Ariz.—Granted petition for leave to amend its application so as to show revised transmitter site; make other changes; accepted amendment.

ACTIONS ON MOTIONS BY COMMISSIONER HYDE

KTHS Radio Bcstg., Inc., West Memphis, Ark.—Denied petition to enlarge the issues in the proceeding upon applications of KTHS, Radio Bcstg. Inc., Hot Springs, Ark.; WMFJ and Hot Springs Bcstg Co., Hot Springs, Ark.

July 28 Applications . . .

ACCEPTED FOR FILING

AM—1270 kc

KXRJ Russellville, Ark.—CP to change frequency from 1490 to 1270 kc, increase power from 250 w to 500 w N 1 kw D, install DA-N and install new trans.

AM—1290 kc

KITO San Bernardino, Calif.—CP to increase power from 1 to 5 kw, change type of trans. and make changes DA-2.

AM—940 kc

KTKC Visalia, Calif.—CP to change trans. and studio locations amended to omit request for change in studio location and to request increase in power from 5 to 50 kw, change type of trans., changes in DA-DN, and change trans. location from on highway 99 five miles SE of Fresno, Calif. to 12 miles north of Visalia, near Monson, Calif. AMENDED to change studio location from 1¾ miles SW of Visalia, Calif. to—to be determined, Fresno, Calif.

Modification of CP

WLAD Danbury, Conn.—Mod. CP which authorized new standard station for approval of ant. and trans. location and to mount FM ant. on AM tower.

WMUY Coral Gables, Fla.—Mod. CP which authorized new standard station to change type of trans. for approval of ant. and trans. location and to specify studio location.

WGRD Grand Rapids, Mich.—Mod. CP which authorized new standard station to change type of trans. for approval of ant. and trans. location and to specify studio location.

AM—900 kc

Northwestern Theological Seminary and Bible Training School, Minneapolis, Minn.—CP for new standard station to be operated on 900 kc, power of 1 kw D. AMENDED re directors.

Modification of CP

WNJR Newark, N. J.—Mod. CP which authorized new standard station for extension of completion date.

KLAS Las Vegas, Nev.—Mod. CP, as mod., which authorized new standard station for extension of commencement and completion dates.

AM—1150 kc

WFNS Burlington, N. C.—CP to change hours of operation from D to unl., change power from 1 kw D to 1 kw D-N and install DA-N.

Modification of CP

KOAC Corvallis, Ore.—Mod. CP which authorized to increase power, make changes in DA for extension of commencement and completion dates.

AM—1370 kc

Tillamook, Ore.—CP for a new standard broadcast station to be operated on 1370 kc, power of 1 kw DA-1 and unl. hours of operation. AMENDED to make changes in DA, change trans. location from North of Tillamook, Ore., to 4½ miles So. of Astoria, Ore.; and studio location from—to be determined, Tillamook, Ore.; to Astoria, Ore.; change re directors and stockholders.

AM—1150 kc

WORA Mayaguez, P. R.—Mod. CP which authorized new standard station for extension of completion date.

AM—940 kc

WIPR San Juan, P. R.—Mod. CP which authorized new standard station to change studio location from U. of P. R., Municipality of Rio Piedras, P. R. to stop 22, San Juan, P. R.

AM—1010 kc

KAMQ Amarillo, Tex.—Mod. CP which authorized new standard station for approval of ant. and trans. location and to specify studio location.

AM—1230 kc

KBST Big Spring, Tex.—CP to change frequency from 1490 to 1230 kc. Contingent on KCRS changing frequency.

AM—1150 kc

WTAW College Station, Tex.—CP to make changes in vertical ant.

AM—960 kc

R. G. LeTourneau, Longview, Tex.—CP for new standard station to be operated on 960 kc, power of 5 kw and D hours of operation.

AM—1230 kc

KOSA Odessa, Tex.—CP to change frequency from 1450 to 1230 kc and make changes in trans. equipment. Contingent on KCRS changing frequency.

AM—1350 kc

KCOR San Antonio, Tex.—CP to increase power from 1 kw D to 5 kw D-N, change hours of operation from D to unl., install new trans. and DA use D-N (DA-2) and change trans. location.

(Continued on page 64)

PENETRATE *this rich market with your sales message on* WLBR . . .

Surveys prove that we have 70,000 listeners in Lebanon County alone—95 per cent of total population. In nearby Harrisburg and Dauphin County, WLBR delivers an additional 40,000 proven listeners. We can also offer 20,000 listeners in Schuylkill, another adjacent county.

And so it goes with York and York County, Lancaster and Lancaster County, Reading and Berks County. That's an area within a radius of 30 miles of Lebanon where 1,000,000 prosperous buyers furnish annually $300,000,000 worth of business to retail outlets.

You WILL get results with WLBR.

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Lebanon, Pennsylvania
Julian Skinnell, Operations Manager
Radio Advertising Company, National Representatives

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The Weekly Newsmagazine of Radio

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The Weekly Newsmagazine of Radio
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We Cover the Baltimore Market

MUTUAL BROADCASTING SYSTEM

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Exclusive National Representatives
John Elmer, President
George H. Roeder, General Manager

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in 74 *of*

Iowa's 99 Counties

(during daytime)

•

Write for complete facts!

50,000 Watts
Des Moines

FREE & PETERS, Inc.
Representatives

FCC Actions

(Continued from page 62)

AMENDED to change power from 5 to 1 kw N 5 kw D and make changes in DA for night use.

AM—1130 kc

Madison, Wis.—CP for new standard station to be operated on 1010 kc power of 1 kw and D hours of operation. AMENDED to change frequency from 1010 to 1130 kc, power from 1 kw to 250 w and change type of trans.

Cardinal Bcstg. Co., Palo Alto, Calif.—CP for new FM station (Class A) to be operated on channel 240, 95.9 mc and ERP of 1 kw.

Modification of CP

WLBC-FM Muncie, Ind.—Mod. CP which authorized new FM station for extension of completion date.

FM—99.7 mc

Muscatine Bcstg. Co., Muscatine, Iowa—CP for a new FM station (Class B) to be operated on Channel 259, 99.7 mc ERP of 2.2 kw and ant. height above average terrain 323 ft.

FM—100.7 mc

Beacon Bcstg. Co. Inc., Boston, Mass.—CP for a new FM station (Class B) to be operated on Channel 264, 100.7 mc ERP of 15.3 kw.

Modification of CP

WMFM North Adams, Mass.—Mod. CP, as mod., which authorized a new FM station for extension of completion date.

FM—101.1 mc

Saint Louis County Bcstg. Co., Clayton, Mo.—CP for a new FM station (Class B) to be operated on Channel 266, 101.1 mc ERP of 11.1 kw and ant. height above average terrain 294 ft.

Modification of CP

WCTS Cincinnati, Ohio—Mod. CP, as mod., which authorized a new FM station for extension of completion date.

Modification of CP

WFEU-FM Reading, Pa. — Mod. CP, as mod., which authorized a new FM station for extension of completion date.

Modification of CP

WSJN San Juan, P. R.—Mod. CP which authorized a new FM station for extension of completion date.

Modification of CP

W6XAO Los Angeles, Calif.—Mod. CP which authorized installation of new vis. and aur. trans. and changes in ant. system for further extension of completion date.

WLWT Cincinnati, Ohio—Mod. CP which authorized construction of a new commercial television station to request new aur. and vis. trans. and to make further changes in ant. system.

WJAR-TV Providence, R. I.—Mod. CP which authorized a new commercial television station for extension of commencement and completion date.

WHRW area of Cleveland, Ohio—Mod. CP which authorized a new remote pickup station for extension of completion date.

WHRX area of Cleveland, Ohio—Mod. CP which authorized new remote pickup station for extension of completion date.

WHRX area of Cleveland, Ohio—Mod. CP which authorized new remote pickup station for change in frequencies from 156.75, 158.40 to 25.28 mc, power from 15 w to 35 w and emission special FM.

License Renewal

Applications for renewal of standard broadcast station license filed by WGNH Gadsden, Ala.

TENDERED FOR FILING

AM—1230 kc

KXXL Reno, Nev.—Consent to assignment of CP to Edward Margolis, Frederick W. Kirske, and Byron J. Samuel, partnership.

July 28 Applications . . .

ACCEPTED FOR FILING

AM—1450 kc

Bessemer Bcstg. Co., Bessemer, Ala.—CP for new standard station on 1450 kc power of 250 w and unl. hours of operation. Contingent upon WTBC being assigned 1230 kc.

Modification of CP

KADP Pueblo, Colo.—Mod. CP which authorized new standard station for approval of ant. and trans. location at 212 Seventh St., Pueblo, Colo. Specify studio location. AMENDED to change trans. and studio locations from 212 W. Seventh St., Pueblo, Colo., to Junction of Fourth St., Elmhurst Place, Pueblo, Colo.

AM—1370 kc

Dr. Azra C. Baker, Seymour, Ind.—CP for new standard station on 1370 kc power of 250 w D.

AM—1540 kc

Wyandotte News Co., Wyandotte, Mich.—CP for new standard station on 1310 kc power of 250 w D. AMENDED to change frequency from 1310 to 1540 kc and change type of trans. (Contingent on WKMH to change frequency to 1310 kc.

AM—1360 kc

Robert P. LaFollette, Dunkirk, N. Y.—CP for new standard station on 1360 kc power of 500 w D.

AM—1340 kc

Wilson Radio Co., Wilson, N. C.—CP for new standard station on 1340 kc power of 250 w and unl. hours of operation. Contingent upon the grant of WGTM being granted change of frequency.

AM—1380 kc

Radio Lakewood, Lakewood, Ohio—CP for new standard station on 1380 kc power of 250 w D. AMENDED to change power from 250 to 500 w and type of trans.

AM—1410 kc

The Henderson County Bcstg. Co., Athens, Tex.—CP for new standard station on 1410 kc power of 250 w D.

AM—1340 kc

Marietta Bcstg. Co., Parkersburg, W. Va.—CP for new standard station on 1340 kc, power of 250 w and unl. hours of operation.

Modification of CP

WKLL Kankakee, Ill.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WKMO-FM Kokomo, Ind.—Mod. CP, as mod., which authorized new FM station to extend completion date.

FM—101.1 mc

Air Waves Inc., Baton Rouge, La.—CP for new FM station (Class B) to be operated on Channel 266, 101.1 mc ERP of 3.2 kw.

Modification of CP

WMCP Baltimore, Md.—Mod. CP which authorized new FM station to specify studio location, change trans. site, make changes in ant. system and change commencement and completion dates.

WHFB-FM Benton Harbor, Mich.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

FM—96.1 mc

Auburn Publishing Co., Auburn, N. Y.—CP for new FM station (Class B) to be operated on Channel 241 96.1 mc ERP of 18.5 kw and ant. height above average terrain 519 ft.

Modification of CP

WAIR-FM Winston-Salem, N. C.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WLWA Cincinnati, Ohio—Mod. CP, as mod., which authorized new FM station to make changes in ant. system and change commencement and completion dates.

WCOL-FM Columbus, Ohio—Mod. CP as mod., for extension of completion date.

KSEO-FM Durant, Okla.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WLVA-FM Lynchburg, Va.—Mod. CP as mod., for extension of completion date.

KARO Riverside, Calif.—Mod. CP which authorized construction of new commercial television station to request extension of commencement and completion dates.

KECA-TV Los Angeles, Calif.—Mod. CP which authorized construction of new commercial television station to request extension of completion date.

KTTV Los Angeles, Calif.—Mod. CP which authorized construction of new

ZITHER DITHER was stirred by three Milwaukee station managers as they teamed up on Vollmer Dahlstrand, president of Local No. 8, AFM, at WISN's 25th anniversary party. Good-naturedly discussing contract for such string-plucking musicians are (l to r): Chuck Lanphier, WFOX; G. W. Grignon, WISN; Mr. Dahlstrand; and Hugh Boice, WEMP.

SELLS MORE

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RODMAN RADIO STATIONS: KFRE·KRFM·FRESNO – KERO·BAKERSFIELD

commercial television station to request extension of completion date.

WNBW Washington, D. C.—Mod. CP, as mod., which authorized construction of new commercial television station to request further extension of completion date.

WEWS Cleveland, Ohio—Mod. CP, as mod., authorizing construction for new commercial television station to request further extension of completion date.

WLWC Columbus, Ohio—Mod. CP which authorized a new commercial television station to make changes in ant. system., and change of trans. location.

WLWC Columbus, Ohio—Mod. CP which authorized construction of new commercial television station, to request extension of completion date.

W9XKY Milwaukee, Wis.—Mod CP which authorized new experimental television station to request further extension of completion date.

Modification of License

WPBO Portland, Me.—Mod. of license to change corporate name from Portland Bcstg. System Inc., to Guy Gannett Bcstg. Services.

WPBK Portland, Me.—Same.

License Renewal

Applications for standard broadcast stations license filed by:

KVFD Fort Dodge, Iowa.
WMBC Macon, Miss.

TENDERED FOR FILING

Modification of CP

KRUZ Santa Cruz, Calif.—Mod. CP to change proposed trans. location and modify DA system, operating with power of 1 kw unl. hours and DA-DN.

AM—740 kc

Radio Station Des Moines Inc., Des Moines, Iowa—CP for new standard station on 740 kc power of 250 w D.

Modification of License

WBEC Pittsfield, Mass.—Mod. of license to increase power from 100 to 250 w and unl. hours.

AM—1420 kc

Highland Bcstg. Corp., Peekskill, N. Y.—CP for new standard station on 1420 kc power of 250 w D.

Modification of CP

KLO Odgen, Utah—Mod. CP to make changes in DA system operating with power of 5 kw and DA-DN on 1430 mc.

July 29 Decisions . . .

(By the Secretary)

WWOK Flint, Mich.—Granted license for new station 1470 kc, 1 kw DA, unl. to specify studio location.

KOAG-FM Stillwater, Okla.—Granted Mod. of CP for extension of completion date to 2/15/48.

WJTN-FM Jamestown, N. Y.—Granted Mod. of CP for extension of completion date to 10/16/47.

WGHF New York City.—Same except to 11/10/47.

WDXE Birmingham, Ala.—Same except to 11/24/47.

KRBA-FM Lufkin, Tex.—Same except to 11/14/47.

WJNO-FM West Palm Beach, Fla.—Same except to 11/6/47.

WAPO-FM Chattanooga, Tenn.—Same except to 1/21/48.

WOL-FM Washington, D. C.—Granted Mod. of CP for extension of completion date to 11/26/47.

The Journal Co. Portable, Area of Milwaukee, Wis.—Granted CP for a new exp. television relay broadcast station.

KTAN Sherman, Texas—Granted Mod. of CP to change type of transmitter and to change trans. and studio locations.

WCOM Parkersburg, W. Va.—Granted Mod. of CP to make changes in trans. equipment, for approval of ant. and trans. site, and to change studio location.

WSTS Southern Pines, N. C.—Granted Mod. of CP to change type of trans. for approval of ant. and trans. location, and to specify studio location.

WPTN Paris, Tenn.—Granted Mod. of CP for approval of ant. trans. and studio locations.

KWTC Barstow, Calif.—Granted mod. of CP to change trans. and studio locations.

KPMO Pomona, Calif.—Granted license for new station, 1600 kc, 500 w, unl. to specify studio location.

KWOA Worthington, Minn.—Granted Mod. of CP for approval of ant. trans. and studio locations.

KTEM Temple, Tex.—Granted mod. of CP for extension of completion date to 10/18/47.

KTXL San Angelo, Tex.—Granted mod. of CP for approval of ant. and trans. location and to specify studio location.

WRGK Brookfield, Ill.—Granted mod. of CP for extension of completion date to 1/14/48.

WHKY-FM Hickory, N. C.—Same except to 11/4/47.

KTRH-FM Houston, Tex.—Same except to 2/12/48.

WFMY Greensboro, N. C.—Same except to 11/11/47.

WKRS Waukegan, Ill.—Same except 11/13/47.

WQXQ New York City.—Same except to 12/31/47.

WSMB-FM New Orleans, La.—Same except to 1/28/48.

WESX-FM Salem, Mass.—Same except to 11/18/47.

WESB-FM Bradford, Pa.—Same except to 11/17/47.

WTRI Troy, N. Y.—Granted mod. of CP for extension of completion date to 12/21/47.

WJPG-FM Nr. Green Bay, Wis.—Same except to 9/3/47.

WKNP Corning, N. Y.—Same except to 9/27/47.

KQV-FM Pittsburgh, Pa.—Granted mod. of CP for extension of commencement and completion dates to 7/15/47 and 12/28/47 respectively.

WJIM-FM Lansing, Mich.—Same except to 1/1/48 and 7/1/48, respectively.

KOKH Oklahoma City, Okla.—Granted mod. of CP for extension of completion date to 1/21/48.

WDOD-FM Chattanooga, Tenn.—Same except to 11/18/47.

KPOR Riverside, Cal.—Same except to 1/19/48.

WILS Lansing, Mich.—Granted license for new station, 1430 kc, 500 w D conditions, and for change of studio location.

WWBT Baltimore, Md.—Granted mod. of CP for extension of completion date to 1/21/48; and for change in call letters from WWBT to WBAL-TV.

WSVA-FM Harrisonburg, Va.—Granted mod. of CP for extension of completion date to 1/29/48.

WMMW-FM Meriden, Conn.—Granted mod. of CP for extension of completion date to 11/23/47.

WFIL-FM Philadelphia, Pa.—Granted mod. of CP to change completion date to 9/10/47.

KIMV Grand Township, Kan.—Granted mod. of CP for extension of completion date to 1/27/48.

Patroon Bcstg. Co. Inc., Albany, N. Y.

(*Continued on page 70*)

'LIVE' SYMPHONY ON FM LAUDED

Critics Enthusiastic Over Superiority Shown in KPRC-FM Broadcast

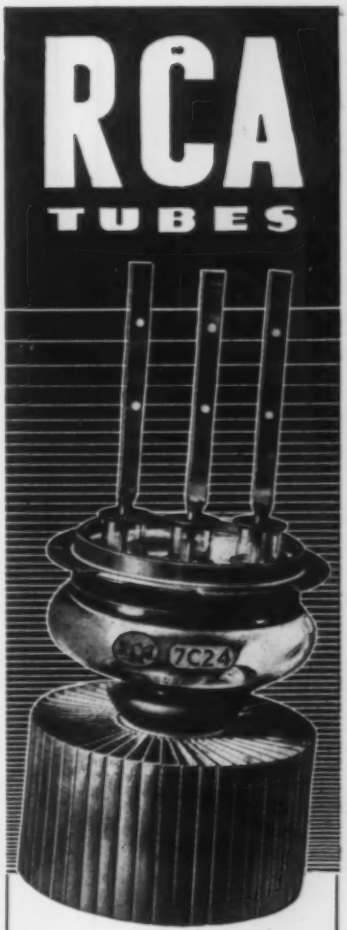
A HIGHLY enthusiastic reception greeted the KPRC Houston live FM broadcast of the Houston Symphony July 26, presented by special permission of Houston Local 65 (AFM).

Hubert Roussel, music critic of the Houston *Post*, was thoroughly sold on the FM medium as a means of conveying the full tones of a symphony orchestra. Mr. Roussel mentioned the fact in his column that two receivers were used in the KPRC studio, where guests listened to the broadcast. One was AM, the other FM, and they were used alternately, for contrast.

"This left no doubt as to the greater fidelity, richness and purity of frequency modulation," he wrote. "Its advantages in the reproduction of orchestral music are three: A complete capture of the sound of the thinner instruments, especially the oboe and violins in high register, including their delicate overtones; the elimination of all foreign or 'background' noise . . . , and greater depth and transparency in the projection of masses of tone.

"Simplified still further, this means FM gives you the absolute sound of the music with no 'radio' sound whatever. The effect is precisely that of the concert hall. One can hardly believe it is possible to go beyond this in transmitting by mechanical means the voice of a symphony orchestra."

KPRC has been presenting the Symphony broadcasts weekly, and feeding them to the Texas Quality Network for Texas Gulf Sulphur Co. The July 26 FM duplication was done as an experiment, to demonstrate the tonal depth and breadth possible with a large orchestra over FM. Letters publicizing the event were sent to Houston civic, musical and advertising leaders, inviting them to listen, either over their own sets or in the KPRC studios. Invitation was issued by Jack Harris, manager.



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WBNX

No matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX.

WBNX smoothly dovetails into your New York coverage:

2,350,000	Jewish speaking persons
2,103,737	Italian speaking persons
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578,000	Polish speaking persons
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6,517,737	foreign language prospects

There you get the *whole* picture.

Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in *any* language.

Photo: Lotte Errell Pix

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

PROGRAMS

ENCOURAGEMENT to local writers and actors is being offered by WLOW Norfolk, Va., in new series titled "WLOW Summer Theatre" which is aired every Sunday afternoon for a half hour. Theatre is set up on semi-workshop basis giving all participants chance to work along their preferred lines. Script contest for local writers has been inaugurated and players are chosen from the ranks of local amateur and professional volunteers and members of station's announcing staff. Max Wylie, former head of CBS script department, has made available to the group a selection of one-acters which have been performed on CBS workshop and other scripts have been contributed by Warner Twyford, radio and drama editor of the Virginian Pilot who is also producer of the series, and Capt. H. G. Bowerfind (USN Ret), twice winner in Dr. Christian contest. Plans are being made now to extend series on a year-round basis. Show is carried as a sustainer and is not offered for sale.

WTIC Cinderella

AUDIENCE-PARTICIPATION program for ladies, "Cinderella Week-End," had its premier on WTIC Hartford, Aug. 4. Broadcast from Orchid Room of local Ryan's Restaurant, program will be heard Mon.-Fri. 9-9:30 a.m. Format is novel quiz combining breakfast-gathering and big prize features. A daily "Cinderella" who wins quiz is awarded prizes and the "week-end Cinderella" winner will receive, among other gifts, complete outfit from hat to shoes, trip to New York with all accomodations including tickets to shows and night clubs. Coffee and doughnuts are served to audience each day.

Man-Made Rain

WHEN MAN-MADE rain fell in the mountains behind Roosevelt Lake, northeast of Phoenix, July 21, J. Howard Pyle, program director of KTAR Phoenix, and Harold Haughawout, KTAR engineer, were on hand to broadcast the show from a DC-3 plane. Dry ice was dropped from the plane into the cloud formations, which precipitated rain. The KTAR broadcast was in conjunction with a simultaneous copyrighted news release by a Phoenix newspaper, Arizona Republic, which instigated the proceedings.

Street Dances

NOVEL program featuring street dances and acts of local community talent on a pickup basis is new project initiated by WJR Detroit on "Neighborhood Frolic" program. Designed as a public service feature, program already has become first-rate station promotion, with purpose of fostering community pride and spirit and encouraging neighborhood activities, as well as providing possible source of talent. Spectators serve as judges and determine by applause winners to appear on broadcast Fri. 10:30-11 p.m., with frolics actually starting at 8 p.m. All recreation centers in various Detroit neighborhoods may participate. Station is considering plans to expand program to other Detroit communities.

Miniature Chicago Tribune

MINIATURE edition of Chicago Tribune is being presented nightly from 10:30-10:40 p.m. (CDST) on WGN Chicago. News program titled "Your Tomorrow's Tribune" features spot news, exclusive stories, Tribune editorials, excerpts from "Voice of People" column and Tribune features.

Video Vacation Guide

VACATION GUIDE program, highlighted by maps and latest road information supplied by American Automobile Assn., is latest feature on WRGB Schenectady, GE television station. Ten-minute program opens with motorist driving along highway, stopping at a gasoline station and asking attendant for road directions. By means of large map, marked with flashing lights to show different roads, miniature auto moves along showing vacationist proper road to travel. When destination is reached, scene shifts from studio into film showing outstanding points of interest in that spot. Throughout show attendant at gasoline station does narrating. Show closes with motorist driving away after enjoying pleasant vacation. Different vacation spot is reviewed each week. Show is written by Peggie Coe and directed by P. A. Crafton.

Takes Own Rating

TAKING his own rating and building a show simultaneously is the work of Gary Lesters on his program over WRIB Providence, R. I. During show, listeners who call Mr. Lesters are awarded guest tickets to local theatre for calling. He chats with each caller over the air and gets their opinion of the show. Mr. Lester gives-away other novel gimmicks in addition to the large number of theatre tickets awarded.

Serious Clowns

FIVE CLOWNS, all from Ringling Brothers Circus, constituted the panel for a round table discussion on vital current problems on "In Our Opinion" program over WJR Detroit, July 27 at 12:30 p.m. Broadcast originated in the clowns' dressing tent of the Ringling Brothers and Barnum and Bailey Circus appearing in Detroit. Usually associated with nit-wit antics and statements, the clowns proved that in normal life they are serious-minded individuals with an interest in current developments. Program was the final broadcast of the summer for the "In Our Opinion" public interest series. Program returns to WJR Sept. 14.

Domestic Relations Problems

DAILY WORKINGS of the domestic relations division of the district attorney's office are reviewed weekly in a series of dramatizations on KYFM San Antonio, Thur. 8:30 p.m. (CST). New program, "What Would You Do?", is presented in cooperation with the local district attorney's office, with W. J. Johnson, domestic relation chief, in charge. Listeners participate in the weekly programs, for after actual problems have been dramatized, audience is given a chance to work out a solution. They may send their judgments to the station and the following week the solution as decided by district attorney's office is presented and a new case aired.

Coast Guard Anniversary

DRAMATIC transcription show starring Robert Young and featuring Jackson Beck and Ben Grauer as announcer has been released by the Coast Guard to 900 stations for use Aug. 4, the 157th anniversary of the Coast Guard. Titled "You Have To Go Out," the 15-minute show is a dramatization of an actual rescue and was produced by Newell Emmett Co., New York, for the service. Show also is being used to promote current recruiting drive.

Community Problems

PERTINENT topics of community interest are discussed weekly on new series of half-hour programs titled "Holyoke Speaks" presented over WHYN Holyoke, Mass., Fri. 9:30 p.m. Series is presented under auspices of Radio Council, composed of community and civic leaders who meet weekly to organize the programs and topics and participants for future weeks. Council was organized and is directed jointly by WHYN and Holyoke Chamber of Commerce. Panel of civic leaders discuss topics each week with guidance of a moderator. In September it is planned to rotate members of Council in weekly meetings to insure largest amount of civic leader participation and most nearly approach town meeting in large city government.

Telecast of Beauties

TWENTY BEAUTIFUL aspirants of the "Miss Greater Philadelphia" title will demonstrate their talents and curves before the television cameras Aug. 6 and 7 when WPTZ Philadelphia, Philco video station, telecasts the semi-finals of the beauty contest. WPEN Philadelphia, conducting the "Miss Greater Philadelphia" contest, made arrangements with WPTZ to hold the semi-finals in the television studios to give Philadelphians a chance to see the judging. Semi-finals will consist of two video programs from 8:30 to 9 p.m., Aug. 6-7. A panel of judges will be seated in the studio for the decision.

Games Reconstructed

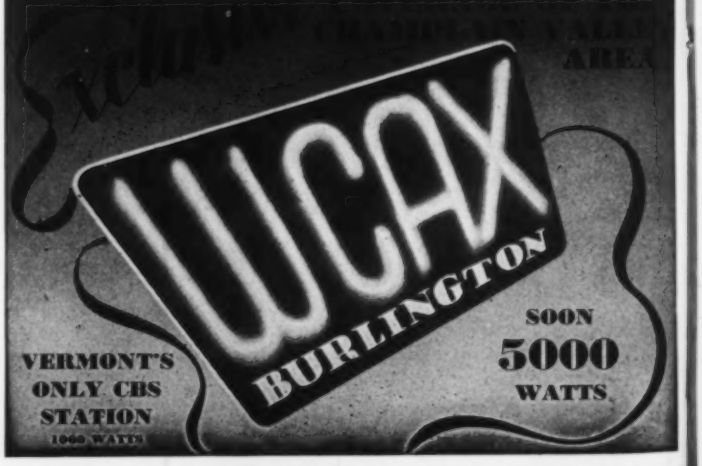
PLAY-BY-PLAY baseball broadcast of out-of-town games over WTMV E. St. Louis, Ill., have caused much speculation among listeners. Even bets have been placed on the question. "Is it a ticker game or the original?" This shows the accuracy with which the station reconstructs games, for they are not original but received by Western Union ticker. In creating effect of the actual scene, Harry Caray and Gabby Street, sportscasters, have complete records of all players and teams along with photograph of baseball park where game originates placed in front of them at all times, enabling them to visualize exactly where the ball is throughout the game. As each play comes in on the ticker, Mr. Caray reconstructs the scene. With the aid of two transcriptions, sound effects of crowd noises, the play-by-play sounds like an original.

Remotes from Fair

MORE THAN 50 programs will be originated from San Joaquin County Fair, Aug. 16-24 and be fed through KWG Stockton, Calif. Highlighting the remote pickups will be the "McClatchy Farm Review," Saturday feature carried by all McClatchy stations. John Mackenzie, KWG farm editor, will broadcast his programs direct from the junior exhibit building housing the Future Farmer and 4-H Club displays. KWG will air roundup of fair news daily in addition to many other features, and Pauline Walker, home economics supervisor of McClatchy stations, will conduct a cooking school at the fair.

Local Industries

SERIES of public interest broadcasts are being presented each Sat., 7:30 p.m. over WING Dayton, Ohio, to better acquaint listeners with many industries within its area. Titled "Know Your Dayton Industries" shows consist of interviews with plant executives and personnel and are aired from displays of products set up by Dayton Chamber of Commerce.



Prof. Hocking Dreams—on Censorship

'Freedom of Press' New Book Suggests Some Dangerous Cures

FREEDOM OF THE PRESS. A Framework of Principle. Report from the Commission on Freedom of the Press. By William Ernest Hocking; The University of Chicago Press; $3.

WILLIAM ERNEST HOCKING, Harvard's Emeritus Professor of Philosophy, has written an admirable survey of the problems of free dissemination of news in the world today. He has gone further and offered solutions for the problems he sees.

Those solutions, to this reviewer, seem fully as dangerous as the "abuses" which Prof. Hocking thinks require a cure.

The book is the seventh in the series made possible by a grant from *Time* and the *Encyclopaedia Britannica*, to the U. of Chicago for a study of freedom of speech and freedom of the press in the world today. First report issued by the full commission, "A Free and Responsible Press," was published some months ago. Subsequent reports have been published under the by-lines of the various members of the group.

While the judgments arrived at are those of Prof. Hocking, in the preface he disclaims the document as entirely his own, pointing out that ". . . in our discussions . . . expressions of principle were constantly in the air — proposed, beaten, surviving, or possibly reborn."

Endorsement by Silence

The alarming thing about these conclusions is not so much that they are the way one member of the commission feels about free expression but that the ideas are supported by the other members who lend endorsement through their silence.

One finds, as he reads through the maze of interwoven phrases which are the philosopher's stock in trade, that Prof. Hocking sees a need for more than a little censorship — of the stripe, naturally, which would be laid down if Prof. Hocking himself were the censor, but censorship nevertheless.

The professor believes that government "remains the residuary legatee of responsibility for an adequate press performance. It is bound to consider whether self-administered standards and the normal self-righting elements within community life are sufficient to meet the public interest and eliminate emerging abuses. If they are not sufficient, government action may be indicated."

Possible Action

That action may take one of the following forms:

(a) Without intruding on press activities (press, it is explained, includes all media of communication, including radio) the state may regulate the conditions under which those activities take place, so that the public interest is better served.

(b) The state may extend the scope of present legal remedies, if a given type of abuse amounts to "poisoning the wells of public opinion."

(c) The state may itself enter the field of news supply, not to compete with or to displace, but to supplement the yield of private agencies.

The thoughtful reader cannot help but find cause for alarm. Granted, in the case of radio, that the authors of Communications Act of 1934 intended that only good would accrue from the establishment of the Federal Communications Commission and that it would function along the lines set forth in paragraph "a," few in the broadcasting art will deny that the authority of the Commission has been expanded far beyond the thought implied in that simple statement. Many fear that it will be expanded still further and point to attempts to interpret the law to apply to program censorship.

The threat contained in paragraph "c," that the state may itself enter the field of news supply, has been raised before in this country. For practical examples one has to go no further than the BBC, where government controls the medium, or a step further to Russia, where all news is state-controlled.

That Prof. Hocking is not an admirer of radio becomes apparent when we read that "when the crisis of a political campaign is at hand, no political party will trust its fortunes to the sober reasoning of printed words; it must bring its candidates forward in person; they must have or acquire a 'radio voice' or at least be able to produce a victrola record which can be blared to the helpless crowds through loud-speakers as a sad substitute for the almost physical lift with which man speaking sways his hearers."

Is it bad for all of the voters to hear a man speak, rather than the relatively few who can attend political "rallies"? Is there something reprehensive about hearing the man himself rather than reading a statement in a newspaper which was probably prepared by a hired "ghost writer"?

Those in radio can see only one answer. Apparently Prof. Hocking sees only one, too. But the answers are not the same.

Art King

FRESH AIR PROJECT
Children's Vacation Plan
—Aided by WKNE—

WKNE Keene, N. H., had a vital part in the success of the Fresh Air Fund vacation project conducted by Keene residents last month. Cooperating with Rev. Bernard Chapman, who instigated the plan, WKNE broadcast announcements and put on a publicity campaign on behalf of the idea of having an interracial group of children spend two weeks with Keene families. Agency for obtaining the underprivileged children of New York was the *New York Herald-Tribune* Fresh Air Fund.

Early this spring, Richard Bath, WKNE vice president and general manager, wrote to Rev. Chapman offering the services of the station. When the project got underway, Howard Wheelock and Stacy Cole, of WKNE, did morning and evening broadcasts and several spots. "We began at once to receive telephone and mail requests for children," wrote Rev. Chapman to the station. "As a result, we brought nearly a whole train carload of children for an out-of-doors vacation . . . I attribute our success in a large measure to the use of Radio Station WKNE."

IT ALL BOILS DOWN to this:

KDYL is the station most Utahns listen to most.

KDYL SALT LAKE CITY UTAH'S NBC STATION

National Representative
JOHN BLAIR & CO.

WBTM
DANVILLE, VIRGINIA
The Voice of the Rich Piedmont Region
(SOON 5000 WATTS)
PHONE SANDY GUYER
DANVILLE 2350
Last Conlan Survey shows 68.1 percent of listening homes tuned to WBTM in Danville and Schoolfield!
American Broadcasting Company
GEORGE P. HOLLINGBERY CO.
National Representatives

CHATTANOOGA *favorite*
FOR 22 YEARS!
WDOD
CBS
5,000 WATTS DAY AND NIGHT
first IN
ADVERTISING
LISTENER ACCEPTANCE
PUBLIC SERVICE
NATIONAL REPRESENTATIVES
PAUL H. RAYMER

A BALANCED MARKET

BEAUMONT TEXAS
KFDM
560 KC. 1000 WATTS

PERMANENT DIVERSIFIED INDUSTRIES make KFDM's market a WELL BALANCED MARKET . . . covering THREE important Gulf Coast Cities . . . Beaumont, Port Arthur, and Orange! KFDM penetrates these THREE KEY CITIES!

REPRESENTED BY
FREE & PETERS, INC.
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

ANOTHER FIRST
for
Atlanta's
Most Progressive
Station

WBGE

WBGE-FM

Atlanta's First Fulltime
FM-Station
95.5 Megacycles

LOCALLY OWNED
LOCALLY OPERATED

Studios & General Offices
Georgian Terrace Hotel

Mike Benton, *Pres.*
Maurice Coleman, *Gen. Mgr.*

GENERAL
BROADCASTING
COMPANY

STU MANN, for three years sports editor of WLOL Minneapolis, has been appointed promotion director of that station.

ANITA CHESTER, former secretary to **CHET HUNTLEY**, CBS Western division director of public affairs, has been named administrative assistant of department.

CHARLES L. BURROW, former assistant publisher of the Oregon Voter, has been appointed promotion manager of **KEX** Portland. He succeeds **DOUG BILLMEYER**, who resigned to join KOMO Seattle.

Mr. Burrow

DICK KOSTER, publicity director of WFIL Philadelphia, and Victoria Wojeck are to be married Aug. 9.

FORD RUSH, formerly with WSM Nashville, Tenn., and WLS Chicago, has been appointed special promotion manager of WWSO, new AM station at Springfield, Ohio, scheduled to begin operations Aug. 10. Mr. Rush will be assisted by his son, **FORD RUSH Jr.**

JIM WILLIS, formerly of CKRC Winnipeg, has joined CJOR Vancouver, as director of promotion.

WALTER KANER, WWRL New York Lions Club publicity director, has been named N. Y. Lions Club publicity chairman for 1947-48.

Turtles, Lemons and WOWO

GYRATING PLASTIC turtles arrived in agency offices recently with a very short letter from WOWO Fort Wayne attached, reminding salesmen of the old story of the tortoise and the hare—and stating that constant plodding still results in sales. A few days later each man received a bag with a fresh, juicy lemon and a message reminding him that the citrus commission had money to spend on the air but the WOWO "Home Forum" was no "lemon." Figures were given to prove it was the logical place for food account spots.

Radio Dealers Drive

TO ACQUAINT the public with new radio sets and to create additional demand for radios that will stimulate buying, WROL Knoxville, Tenn. is devoting some of its best time during the entire month of August to conduct this campaign. Letters have been sent to over 400 radio dealers in the listening area telling them of the drive. Schedule of programs and announcements being used are included with the letters along with samples of some of the announcements that will be broadcast. Dealers are urged to arrange window displays and attractive floor exhibits and to have radios in operation at all times in their stores. Station also requests that the dealer advise sales personnel of WROL campaign.

Wins Beauty Contest

ANNUAL BEAUTY contest held by Lock Haven (Pa.) Retail Merchants Bureau was promoted this year by WBPZ Lock Haven, with the entry of a "Miss WBPZ" in the event. Bob Roberts, Dave King and Harris Lipez, all of WBPZ, invited entries to appear on their programs. From the 25 participants they selected "Miss WBPZ" and at the beauty pageant their entry was crowned "Miss Lock Haven of 1947," Queen of all civic festivities until she relinquishes her title to next year's winner.

WBNS Farm Scholarship

SCHOLARSHIP for four years study at Ohio State U., College of Agriculture is awarded annually by WBNS Columbus, Ohio. Scholarship is awarded alternately to a prominent central Ohio FFA State Farmer and a 4-H Club junior leader. This year's recipient, Darl Dean, was chosen because of his extensive agricultural background which included serving as president of school's FFA chapter, vice president of senior class and member of basketball, track and baseball teams.

Jumbo Post Cards

JUMBO mailing cards have been sent out by WIBG Philadelphia, showing pictures of Shibe Park, where Philadelphia ball games are played, Byrum Saam and Chuck Thompson who broadcast games, and special grand stand shots showing WIBG banner. Included in panorama shot, is box of Wheaties and Atlantic Hi-Arc Trade Mark, both superimposed upon ball field. Cards were sent to dealers who supply both these products which sponsor the broadcasts.

Promotion

'Life With Lively' Stunt

TO PUBLICIZE its new hour-long afternoon record show, "Life With Lively," WLOW Norfolk, Va., staged an on-the-street promotional stunt that attracted much attention. Announcers Lee Lively and Bob Drepperd, arrayed in robes and slippers and leisurely lolling in elaborate over-stuffed chairs, heckled and entertained on-lookers from in front of Norfolk's Loew's Theatre. They played records and gave gifts, and Mr. Lively, assisted by a small camp stove, turned out a neat batch of brunswick stew and graciously shared it with hungry passersby. Theme of the stunt was "Something is Cooking on WLOW."

Moving Billboards

REPLACING standard billboards, which station feels cannot be placed to good advantage in medium-sized city, WIZE Springfield, Ohio, has adopted use of 20 shiny black cabs with call letters and trademark of station printed on side in gleaming white letters. Station reports that people are taking note of the moving billboards and favor them to other methods of outdoor advertising.

Godfrey Brochure

PROMOTION KIT and brochure has been sent by T. D. Connelly, CBS program promotion director, to all CBS affiliates, in connection with the "Arthur Godfrey Talent Scout" program being sponsored by Lipton's Tea. Brochure describes Mr. Godfrey as "The Newest Lipton Salesman" and gives instances of what he has done for other sponsors of his local shows in Washington, D. C. and New York. Kit contains local announcements, biographies of Mr. Godfrey and his orchestra leader, Archie Bleyer, recordings by Mr. Godfrey telling about the program, dealer letter telling Lipton dealers about the program and pictures of Mr. Godfrey for display purposes.

'Test of Quality'

NINE FUNDAMENTALS upon which The Associated Press is built are discussed in new brochure prepared for the association by O'Brien & Dorrance, New York. Titled "Test of Quality," brochure presents reprints of four advertisements which have appeared in BROADCASTING, each ad headed "Test of Quality." Brochure is being distributed to radio stations, who now may share membership in AP. Last page of brochure lists resources and facilities of AP and concludes with statement that, "Those who strive for quality in everything they offer their listeners will now wish to say . . . 'This Station is a Member of The Associated Press'."

'It's in the Cards'

REGULATION DECKS of playing cards, each card carrying station's call letters, have been distributed to the trade by WGAR Cleveland as its latest promotional gadget. Accompaning each deck of cards is a booklet titled "It's in the Cards." Booklet is printed on heavy cardboard stock and each of the 17 pages is hand lettered. Copy throughout the book is written in card-players language, such as "A grand slam has been made in the radio game! It's a real deal for you as an advertiser." Cartoon drawings illustrate copy on each page. Theme of copy is based on station's increase in power to 50 kw [BROADCASTING, July 7]. Personalities heard over WGAR are presented in half tone outline photos on three pages which represent playing cards; king and queen cards and comedians featured on a card labled "Joker." Concluding pages carry listing of awards presented to WGAR and statement, "That's why we say it's in the cards for you to think first of WGAR for radio in Cleveland."

Erasing Shields

ERASING SHIELDS are used as the latest gimmick of WIBW Topeka promotion. Actual metal shields are attached to folders carrying inscription, "To Help You Erase Your Kansas Selling Problems . . . Hire WIBW!" Cover of folder features drawing of secretary using the shield, supplemented with copy reading, "Your secretary will appreciate the way this handy erasing shield helps to make her typing easier, smoother, better. And YOU'LL appreciate the way WIBW goes to work for you. . . ." Statistics on station coverage and service are including along with a reply card for ordering additional erasing shields and additional information on WIBW.

Introducing WKOB

PICTORIAL booklet on the growth of a station has been prepared by WKOB, new station scheduled to begin operations Aug. 1 at North Adams, Mass. Cover of booklet features map of the area with WKOB mike feeding "Hi Ya Neighbor" to surrounding communities. Story of the birth and growth of the station is told in photos and brief copy, beginning with scene in Mount Alto Veterans Hospital where the first plans were made, and ending with drawing of the studios "almost finished." Concluding pages present pictures of the WKOB family and advertising data.

use KFAB to sell the ENTIRE Omaha market

NOW AVAILABLE
JACK WELLS & HIS MIDWESTERNERS
12:15 Noons
Mondays thru Fridays

And 90% of this BIG market, which is outside of Omaha, is made up of families that have an average cash income of $8,000.00 per year! Sell the ENTIRE Omaha market with one BIG station. Programmed and "powered" for your use.

SEE YOUR FREE & PETERS MAN
or write to HARRY BURKE

KFAB

NOW 50,000 WATTS Omaha, Nebraska

SEE OTHER OFFERS IN THIS ISSUE

Bristol-Myers

(Continued from page 15)

out interruption since the first *Ipana Troubadors* show 22 years ago.

For a while *Duffy's Tavern* was on Friday. The rating was not what the company wanted. Finally it was moved to Wednesday, with no change in format, and the average and peak ratings were both checked carefully and compared. Both shot up and have remained up ever since.

Nighttime is preferred because B-M wants to hit a mixed audience, having products that, in general, are used by all members of the family.

As ratings are usually highest on comedy shows, this type program is a favorite of the company's. Joe Allen, acting for Bristol-Myers, has tried many comedians for this reason. "We would rather take on a show with a potential rating of 25 than one with a guaranteed 10 or 12 level," he explains. So far, Bristol-Myers has hit the jackpot on ratings. And high ratings ring up customer sales on the B-M cash register.

"If one word can summarize Bristol-Myers' attitude on commercials, it is 'consistency'," says Joel Jacobs, vice president of Doherty, Clifford & Shenfield, one of the two B-M agencies.

Product Personality

Starting with the *Ipana Troubadors*, the company has developed "a personality for each product, has established a difference in that product over others in the field, and has come through with proof of performance," he maintains.

According to Mr. Jacobs, "their basic sales messages haven't differed materially since they started to advertise. Except for hitchhikers each broadcast commercial is reworded every time it goes on the air." Fundamental facts about the products, and selling phrases are repeated, but the complete commercial is never allowed to grow stale or to become irritating to the listener.

There is a minimum of "censorship" imposed on agency or talent. Mr. Allen's two assistants, Tom Hamilton and Roger Whitman, attend rehearsals and check scripts for policy violations.

Such violations involve jokes or gags about doctors, dentists or druggists and about controversial subjects, political parties, religious and racial groups, North and South.

"Our primary purpose is to sell Bristol-Myers products," explains Joe Allen. "We steer clear of editorializing or taking sides in a controversial issue. The stations set aside public service time for these discussions. When a sponsor takes sides, he is bound to offend some segment of his listeners, and consequently lose a substantial block of customers."

Bristol-Myers has learned much about what customers want through its 60 successful years of business.

The firm began as the Clinton Pharmaceutical Co. in 1887 in the small Mohawk Valley town of Clinton, N. Y. William M. Bristol Sr. and John R. Myers were the owners. In a rented laboratory half the size of the general office room of their present quarters at 630 Fifth Ave., the company made pharmaceutical products, all of the ethical type. Customers were physicians and druggists. There was no advertising.

In 1890 the company moved to Syracuse and later, with the steady growth of the company, on to the larger city of Brooklyn, eight years later.

With the main offices now established in Rockefeller Center New York, the firm is spread over the world, and is still continuing its ethical line through its subsidiary, Bristol Laboratories — outstanding product of which is penicillin—in addition to the proprietary products.

Main plant is at Hillside, N. J., and branch sales offices are in Chicago, Dallas, San Francisco and Atlanta. Bristol-Myers' foreign plants are in Canada, Australia, New Zealand, England and South Africa. There are seven manufacturing branches in Latin Amreica.

Subsidiary companies include Bristol Laboratories in Syracuse; Rubberset Co. with plants in Newark, N. J., Salisbury, Md., and Gravenhurst, Canada, and offices in St. Louis and Los Angeles; Sun Tube Corp, whose plant is in Hillside, N. J.; Sun Tube Corp. of Canada Ltd., at Ottawa, and Charles Ammen Co. Ltd. at Alexandria, La.

The sons of William M. Bristol now head the firm. Henry P. is president, Lee H. and William M. Jr. executive vice presidents.

Two agencies handle their accounts — the aforementioned Doherty, Clifford & Shenfield, and Young & Rubicam, both New York. Joel Jacobs is the D, C, & S account executive. John E. Grimm Jr. has the job at Y & R. Y & R handles Sal Hepatica, Minit-Rub and Trushay. D, C & S has all other products, including the ethical line of drugs with advertising confined to professional journals.

"We have found the two-agency system to be the most satisfactory," says the B-M advertising vice president. "As in any competition, each stimulates the other. A one-agency system is apt to be single-minded. And more than two usually complicates the whole operation."

B-M's Account Executives

Mr. Grimm Mr. Jacobs

$1,000 RICHER
Kwajalein Native's Find Ends NBC Plastic Globe Stunt

A NATIVE of the Marshall Islands, Klen Re by name, will be $1,000 richer this fall when the NBC *People Are Funny* program brings him to Hollywood and presents him with a cash award. Klen Re found a plastic globe floating in the Pacific Ocean off Kwajalein recently. In the globe was a note which, when translated by a U. S. Navy officer (Klen Re doesn't speak English), advised Klen Re to notify the NBC program of his discovery.

His finding terminated a stunt that was started on the *People Are Funny* program of Nov. 30, 1945, when 12 notes, sealed in plastic globes were dropped from an airplane into the Pacific Ocean off the California coast by Dale Dunlap, a contestant. Each note advised the finder to notify the *People Are Funny* office, the first finder to receive $1,000 in cash.

TALK to the SOUTH'S EAR ZONE through WDSU

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored *New Orleans institutions* WDSU has developed a high quality of integrity. WDSU devotes *program time regularly* and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS WDSU ABC Affiliate
1280 kc 5000 Watts

INVEST YOUR AD DOLLAR

WCK Y s-ly

L. B. Wilson

WCKY

50,000 WATTS OF SALES POWER

★ ★ ★

FARMERS

Prefer WIBW because we've served their interests for 20 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

CBS
STATIONS
Cover All of Oklahoma
KTUL
5,000 WATTS
KOMA
50,000 WATTS
No "Spotted Coverage" when you use spots on these Sooner Twin stations
Avery-Knodel—National Representative
KTUL TULSA KOMA OKLA. CITY

RADIO
WOW
OMAHA
NBC
AFFILIATE
5000 WATTS
590 KC
WRITE, WIRE, OR PHONE
JOHN J. GILLIN
or JOHN BLAIR

FCC ACTIONS

(Continued from page 65)

—Granted mod. of CP for extension of commencement date to 9/20/47.

KOBE Las Cruces, N. M.—Granted mod. of CP to change type of trans. for approval of ant. and trans. location and to specify studio location.

KIMO Independence, Mo.—Granted mod. of CP to change type of trans. and make changes in vertical ant.

KTRB Tyler, Tex.—Granted mod. of CP to change type of trans. for approval of ant. and trans. location and to specify studio location.

WCOC Meridian, Miss.—Granted mod. of CP for extension of completion date to 8/18/47.

(By the Presiding Officer of the Motions Docket)

WARM Scranton, Pa.—The Commission, on its own motion, ordered enlargement of the issues in the proceeding upon applications in Dockets 7851 and 7852.

WBAX—Wilkes-Barre, Pa.—Same.

July 29 Applications . . .

ACCEPTED FOR FILING

AM—1440 kc

The Bristol Bcstg. Corp., Bristol, Conn.—CP for new standard station to be operated on 1440 kc power of 250 w D.

AM—960 kc

Radio Athens Inc., Athens, Ga.—CP for new standard station to be operated on 960 kc power of 1 kw D.

AM—1230 kc

WJBC Bloomington, Ill.—CP to install new vertical ant. and mount FM ant. on AM tower.

Modification of CP

KWDM Des Moines, Iowa—Mod. CP which authorized new standard station to make changes in DA to change trans. location and change studio location.

KSO Des Moines, Iowa—Mod. CP, as mod., which authorized changes in DA-N, installation of new trans. and FM ant. on top of AM tower and changes in trans. location; for extension of completion date.

AM—600 kc

Southland Bcstg. Co., New Orleans, La.—CP for a new standard station to be operated on 600 kc power of 1 kw D.

AM—980 kc

Southland Bcstg. Co., Shreveport, La.—CP for a new standard station to be operated on 980 kc power of 5 kw D.

Modification of CP

WCCM Lawrence, Mass.—Mod. CP, as mod., which authorized a new standard station to change type of trans. and make changes in vertical ant.

KIRX Kirksville, Mo.—Mod. CP which authorized a new standard station to change type of trans. and for approval of ant., trans., and studio locations.

WJAG Norfolk, Neb.—Mod. CP which authorized to install new trans., vertical ant., and ground system and change trans. location for extension of completion date.

AM—1260 kc

Yamhill Bcstrs. Inc., McMinnville, Ore.—CP for a new standard station to be operated on 1260 kc power of 1 kw D.

AM—1230 kc

Erie Bcstg. Corp., Buffalo, N. Y.—CP for new standard station to be operated on 1230 kc power of 250 w unl.

AM—1400 kc

Springville Radio Co., Springville, Utah—CP for new standard station to be operated on 1400 kc power of 250 w unl. Contingent upon KNAK being assigned 1280 kc.

AM—1090 kc

KING Seattle, Wash.—CP to increase power from 10 kw to 50 kw, install new trans. and make changes in DA (DA-1).

FM—95.9 mc

United Bcstg. Co. Inc., Silver Spring, Md.—CP for new FM station (Class A) to be operated on Channel 240, 95.9 mc ERP of 500 w and ant. height above average terrain 340 ft.

Modification of CP

KSEI-FM Pocatello, Idaho—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WFAS-FM White Plains, N. Y.—Mod. CP which authorized new FM station for extension of completion date.

WGTM-FM Wilson, N. C.—Mod. CP which authorized new FM station for extension of completion date.

WFMJ-FM Youngstown, Ohio—Mod. CP which authorized new FM station for extension of completion date.

Remote Pickup

Muscle Shoals Bcstg. Corp., area of Muscle Shoals City, Ala.—CP for new remote pickup station to be operated on 1622, 2058, 2150, 2790 kc, power of 50 w, emission A3, hours of operation in accordance with Sec. 4.403.

WDNS area of Oil City, Pa.—License to cover new remote pickup station.

Sunbury Bcstg. Corp., Sunbury, Pa.—CP for new remote pickup station to be operated on 189 mc, power of 50 w, emission special for FM, hours of operation in accordance with Sec. 4.403.

WKBM Arecibo, P. R.—Mod. CP which authorized construction of new remote pickup station to request extension of commencement and completion dates.

Modification of CP

KLAC-TV Los Angeles, Calif.—Mod. CP which authorized new commercial television station to request extension of completion date.

WTVT Toledo, Ohio—Mod. CP which authorized construction of new commercial television station, to request extension of commencement and completion dates.

TV Relay

Triangle Publications Inc., Philadelphia, Penn.—CP for new experimental television relay station to be operated on 6975-7000 mc, power of 0.1 w, emission special, hours of operation unl. in accordance with Sec. 4.131 (b) and 4.163.

Triangle Publications Inc., Philadelphia, Pa.—CP for new experimental television relay station to be operated on 7100-7125 mc, power of 0.1 w, emission special, hours of operation unl. in accordance with Sec. 4.131 (b) and 4.163.

Triangle Publications Inc., Philadelphia, Pa.—CP for new experimental television relay station to be operated on 7000-7025 mc, power of 0.1 w, and emission special, hours of operation unl. in accordance with Sec. 4.131 (b) and 4.163.

Modification of CP

WPTZ Philadelphia, Pa.—Mod. CP which authorized construction of new ant. system to request extension of completion date.

TENDERED FOR FILING

AM—1230 kc

Mendocino Coast Bcstg. Co., Fort Bragg, Calif.—CP for new standard station to be operated on 1230 kc power of 250 w unl.

AM—1480 kc

Easton Bcstg. Co. Inc., Easton, Md.—CP for new standard station to be operated on 1480 kc power of 1 kw unl. with DA.

AM—950 kc

Humboldt-Milan-Trenton Bcstg. Co., Humboldt, Tenn.—CP for new standard station to be operated on 950 kc power of 1 kw D.

AM—690 kc

KPET Lamesa, Tex.—CP to change hours of operation from D to unl. using power of 250 w on 690 kc.

AM—1280 kc

KIT Yakima, Wash.—CP to increase power from 1 to 5 kw unl. and install DA-N and new trans.

AM—1030 kc

Baylor U., Houston, Tex.—CP for new standard station to be operated on 1030 kc power of 50 w D. (Sunrise, Boston, Mass., Sunset. Houston, Tex. Request facilities of KWBU).

July 30 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WAUL Auburn, Ala.—Mod. CP which which authorized new AM station to change trans. and studio location.

AM—1300 kc

Andrew G. Haley, Fullerton, Calif.—CP for new AM station to be operated on 1300 kc, power of 500 w D. AMENDED to change name to Andrew G. Haley t/r as Rose Bowl Bcstrs.; to change power from 500 w to 1 kw; make changes in ant.; change trans. and change studio location.

AM—990 kc

Cardinal Bcstg. Co., Palo Alto, Calif.—CP for new AM station to be operated on 990 kc, power of 1 kw D.

KSBW Salinas, Calif.—Voluntary assignment of CP to Salinas Bcstg. Corp.

Assignment of License

KTKC Visalia, Calif.—Voluntary assignment of license to Calif. Inland Bcstg. Co.

KRDO Colorado Springs, Colo.—Voluntary assignment of license to Pikes Peak Bcstg. Co.

AM—1450 kc

Walsenburg Bcstg. Corp., Walsenburg, Colo.—CP for new AM station to be operated on 1450 kc, power of 250 w unl.

AM—1520 kc

KSIB Creston, Iowa—CP to install new vertical ant. and mount FM ant. on AM tower.

Modification of CP

WHIR Danville, Ky.—Mod. CP which authorized new AM station. AMENDED to change trans. location and make changes in ant.

AM—1450 kc

Williston Bcstg. Co., Williston, N. D.—CP for new AM station to be operated on 1450 kc, power of 250 w unl.

AM—980 kc

Public Service Bcstrs., Inc., Toledo, Ohio—CP for new AM station to be operated on 1230 kc, power of 250 w unl. AMENDED Contingent on grant of WTOL (BP-4672) to change frequency to 980 kc.

AM—1230 kc

W. Paul Oury, Westerly, R. I.—CP for new AM station to be operated on 1230 kc, power of 250 w unl.

AM—1490 kc

WJJM Lewisburg, Tenn.—Involuntary assignment of license to Ida Murray and Martha Murray, Executrices of the estate of James J. Murray, deceased.

AM—1030 kc

KWBU Corpus Christi, Tex.—Assignment of CP to Baylor U.

Relinquishment of Control

WGYN New York, N. Y.—Relinquishment of control from Muzak Corp. to Charles E. Merrill and Radio Sales Corp. (333 1/3 shares capital stock, 33 1/3%, transferred equally to Charles E. Merrill and Radio Sales Corp.), two remaining stockholders each own 50% of stock.

Modification of CP

KUSC Los Angeles, Calif.—Mod. CP, as mod., which authorized a new noncommercial educational station for extension of completion date.

License for CP

W2XQX area of New York, N. Y.—License to cover CP for new experimental television relay station.

Remote Pickup

WJJD, Inc., area of Chicago, Ill.—CP for new remote pickup station to be operated on 31.22, 35.62, 37.02, 39.26

WREN TOPEKA
Soon—5,000 watts night-time too, for full coverage in Eastern KANSAS!

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,314 licensed, 518 construction permits, 690 applications pending (of which 393 are in hearing); FM—52 licensed, 843 conditional grants, 624 CPs (part of CPs come from conditional grants, others from hearing proceedings), 164 applications pending (84 in hearing); television—six licensed, 59 CPs, 10 applications pending (3 in hearing); noncommercial educational FM—six licensed, 33 CPs, 11 applications pending.

mc, power of 25 w, emission A3 hours of operation in accordance with Sec. 4.403.

Remote Pickup

KAXJ Houston, Tex.—Mod. CP which authorized CP of a new remote pickup broadcast station, to request change in frequency from 156.75 and 158.40 mc, to single frequency within 25-30 mc band; to change type of equipment and power from 15 to 25 w.

APPLICATIONS RETURNED

Tribune Publishing Company, Pratt, Kan.—CP for new FM station (Class A) to be operated on frequency to be assigned by FCC and ERP of 902.5 w. RETURNED July 28, 1947, application incomplete.

TENDERED FOR FILING

AM—1230 kc

J. James Glancy, Kingman, Ariz.—CP for new AM station to be operated on 1230 kc, power of 250 w unl..

AM—1050 kc

Sulphur Springs Bcstrs., Sulphur Springs, Fla.—CP for new AM station to be operated on 1050 kc, power of 250 w D.

Transfer of Control

WISH Indianapolis, Ind.—Consent to transfer of control of AM station WISH and CP for of FM station to Universal Bcstg. Co. Inc.

Assignment of License

Buffalo Bcstg. Corp., WKBW Buffalo, N. Y.—Consent to assignment of license to Bcstg. Foundation Inc.

The Pixleys, Columbus, Ohio—Consent to assignment of license and CP of standard station WCOL and CP of WCOL-FM to The Pixleys.

AM—1230 kc

Herald Bcstg. Co., Levelland, Tex.—CP for new AM station to be operated on 1230 kc, power of 250 w unl. (Contingent upon grant of KFDA to change frequency).

AM—1500 kc

WJBK Detroit, Mich.—CP to change frequency from 1490 kc to 1500 kc, power from 250 w to 10 kw, install new trans. and DA-DN and change trans. location. (Contingent on WABJ changing to 1490 kc).

The Robert F. Wolfe Co., Fremont, Ohio—CP for new AM station to be operated on 1430 kc, power of 1 kw D-DA.

July 31 Decisions . . .

ACTIONS IN DOCKET CASES

Proposed Decision and Order* denying application of Capitol Bcstg. Corp. to change frequency of WISH Indianapolis, Ind., from 1310 kc to 940 kc, and increase power from 5 kw D, 1 kw N to 5 kw unl., and ordered that Motion for Stay of Proceedings and petition by WISH for comparative consideration in the matter of the application of Independent Bcstg. Co., Des Moines, Iowa, be dismissed.

Adopted Order* granting application of Independent Bcstg. Co. for new station at Des Moines, Iowa, to operate on 940 kc, 5 kw N, 10 kw D, DA-N, unl., subject to reaffirmation of approval of ant. site by CAA.

Order* anounced granting petition of KROW Inc. for leave to amend its application to specify a new directional pattern and a new ant. site; for reconsideration of its application, as amended, and grant; and granted said application as amended for CP to change facilities of KROW Oakland, Calif., from 960 kc, 1 kw, unl., DA-DN, to 960 kc with 5 kw unl., DA-DN, and to change trans. location from Oakland to San Francisco, Calif.; conditions.

Further ordered that application of KOVO Bcstg. Co., for CP to change facilities of KOVO Provo, Utah, from 1240 kc, 250 w, unl., to 960 kc, 1 kw, unl., DA-N, be granted; conditions.

Further ordered that the Proposed Decision in the above matters, as herein mod., be made final, and that the exceptions thereto and the request for oral argument thereon of KROW Inc. be dismissed as moot.

Order* announced granting applications of (1) Lee-Smith Bcstg. Co. for new station at Faribault, Minn., to operate on 920 kc, 1 kw, unl.; (2) Associated Broadcasters Inc. for same facilities at Wadena, Minn.; and (3) KFNF Inc. for CP to change ant. site and increase daytime power to 5 kw, of station KFNF Shenandoah, Iowa, now operating on 920 kc, with 1 kw D and 500 w N; conditions.

Further ordered that petition of Associated Broadcasters Inc. requesting severance and grant of its application be dismissed as moot.

Final Decision* announced granting application of Paul F. Braden for new station at Middletown, Ohio, to operate on 910 kc, 1 kw D, and denying mutually exclusive application of I and E Bcstg. Co. for new station at Dayton, Ohio.

Adopted Memorandum Opinion and Order* denying petition of The Northern Corp., Boston, Mass., for rehearing of Commission's Decision adopted June 14, 1947, in re Boston FM cases, and mod. said Decision to the extent that the denial of petitioner's application is without prejudice to filing new application by that corporation specifying one of the two Class B FM channels now available for assignment in Boston, Mass.

*Commissioner Durr not participating.

Battison and Cole Join ABC's Engineering Dept.

JOHN H. BATTISON, former transmitter development engineer for Federal Telephone & Radio Co., New York, and Charles D. Cole, former project engineer for the Langevin Co., New York, have joined the ABC General Engineering Dept. Mr. Battison has been appointed assistant to John G. Preston, ABC's chief allocations engineer, and Mr. Cole becomes staff engineer in the network's facilities section.

At one time Mr. Battison was a research engineer for the EKCO Radio Co. of London, and from 1937 to 1939 was a supervisor of radio equipment production for the British Air Ministry. After the war years, in which he served with the RAF, Mr. Battison came to the United States as a research engineer for the Midland Broadcasting Co., Kansas City, Mo.

Prior to his association with Langevin Co. Mr. Cole was project engineer successively for Radio Engineering Laboratories, Long Island City, N. Y., the Horni-Signal Co., New York, and Lear Inc.

UNITED NATIONS WEEK
NBC, AAUN and NEA Jointly To Sponsor Observance

NBC, the American Assn. for the UN and the National Education Assn., sponsors of United Nations Week, Sept. 14-20, have announced that during that week folk dance festivals, talks and concerts are scheduled to take place in the lower plaza at Rockefeller Center, New York. In Tarrytown and North Tarrytown, N. Y., designed as a model community by the AAUN for observing the week, other special events will be held daily.

Throughout the U. S., governors and mayors have proclaimed United Nations Week to mark the opening of the UN General Assembly at Flushing Meadows, L. I., on Sept. 16.

The AAUN will invite UN officials to speak at mid-day programs in Rockefeller Plaza from 12:15-12:45 p.m. during United Nations Week. Band concerts also are scheduled for this period daily. Choral concerts are planned from 6:15-6:45 p.m. and at 8:30 p.m., the UN folk dance festival will take place.

Sterling Fisher, NBC assistant public service counselor, is director of the UN Week project for NBC and Gilbert Chase is cordinating the Rockefeller Plaza portion of the events. Production details are being handled by James Harvey of the NBC Production Dept.

HEARINGS in Los Angeles of House of Representatives' labor sub-committee resume Aug. 4 with Rep. Carroll Kearns (R-Pa.) presiding. Although specific witnesses have not been announced, radio figures are reported to be among those being subpoenaed.

HOTEL STRAND

Atlantic City's Hotel of Distinction

ATTENTION DELEGATES

We invite all delegates to the National Association of Broadcasters Convention in Atlantic City, Sept. 13th to 18th to make this lovely hotel "Your Headquarters".

Beautifully Furnished Rooms . . . Salt Water Baths . . . Open and Inclosed Sun Verandas . . . Sun Decks atop . . . Cuisine Unsurpassed . . . Garage on Premises . . . Every Facility . . .

Attractive Rates — Make Reservations NOW.

Exclusive Pennsylvania Avenue and Boardwalk

FM STATION

W---- CAPITAL OLD DOMINION

NOW OPERATING

17¼ HOURS DAILY

47,000 WATTS AUTHORIZED POWER

In this Major Market

USE WMBG

NBC IN RICHMOND, VA.

5000 WATTS

REPRESENTED BY JOHN BLAIR & CO.

To Cover The Tri-state
(WEST VIRGINIA-KENTUCKY-OHIO)

$231,837,000 Retail Market

you need

WSAZ

HUNTINGTON, W. VA.

5000 DAY
1000 NIGHT

930 KC
ABC PROGRAMS

represented by BRANHAM

Miss Gertrude Scanlon
B B D & O
New York City

Dear Gert:

You can never tell what our boys and girls in the promotion department are going to do next. Last week they came up with an idea that's really a ringer. In all the best hotel dining rooms and restaurants in town everyday at noon you can read the latest WCHS news headlines. Here's how it's done . . . At 11:15 each morning our news editor gathers and edits the latest news. It's then mimeographed on special individualized forms and delivered by a Western Union boy in time for midday luncheers to get the latest news with their meal. Yes Sir our boys and girls never let the folks forget about WCHS!

Yrs.

Algy

WCHS

Charleston, W. Va.

Best Sales 1 spot on the dial

in Buffalo

WGR

COLUMBIA

550

WGR Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives, Free & Peters, Inc.

Congressional Appropriation For 'Voice' Pleases Benton

"HEARTENING" is the word to describe the way Congress treated the "Voice of America" Assistant Secretary of State William Benton told a news conference last Thursday.

In a comparative analysis he pointed out that radio broadcasting drew $6,200,000 this year as compared to $7,800,000 last year—a percentage of success hardly accorded to any other agency of the government and to no other branch of the State Dept.

Other functions of the former Office of Information and Cultural Affairs—the title has now been changed to Office of Information and Educational Exchange (OIE)—suffered heavily however. Cuts were particularly severe in field services, but Mr. Benton emphasized that a solid framework has been left upon which it will be easy to build.

'Amazed' at Results

He told BROADCASTING after his news conference that the good fortune of the "Voice of America" was all the more amazing because when the 80th Congress convened it was the most unpopular of all State Dept. programs. At one time Rep. John Taber (R-N. Y.), Chairman of the House Appropriations Committee declared he would permit all but the "Voice" to continue. The most serious charges were leveled against government radio broadcasting: That it was subversive; that disloyal persons were employed; that the programs were sowing seeds of hate abroad instead of peace; that it was mismanaged at home.

A flood of editorial support from all over the country followed. Support was given by private broadcasters during an impressive meeting in the State Dept. which resulted in a public statement of support from the seven licensees handling the "Voice" transmissions and some of its programming.

The result of the publicity was to stimulate a tremendous amount of Congressional debate and study. Although the House Appropriations Committee originally recommended complete abandonment of the OIC it was restored by the Senate. The House, bucking opposition from Mr. Taber, maintained a good part of the Senate's proposal.

Nevertheless, the cut in funds has been significant to the point where the "Voice" has been forced to adopt a reorganization. The reorganization had been planned for eventual adoption in any event, but it was speeded by Congressional action.

Under the aegis of Kenneth Fry, Chief of the International Broadcasting Division, the new "Voice" will be a tighter, more efficient and almost certainly more effective medium. It will now broadcast only at night—considered the most valuable time in any country. Some languages have been eliminated, notably Swedish and Danish, and all English language programs to Latin America.

Other Expansions

Other programs may be expanded—a half-hour has already been added to the Russian program and plans are on file for the addition of Arabic and Turkish as soon as personnel can be found.

Mr. Fry, a veteran of the State Dept. operation who received his training from the networks, feels that in the long run the Congressional economy axe will benefit the "Voice of America." Without the budget slash he fears the streamlining program could never have been sold.

But the long fight for a permanent and "respectable" "Voice of America" is hardly started. The Senate has on its calendar the Mundt bill which would legitimatize the program on a permanent basis, rather than a year to year affair dependent upon Congressional whim. The Mundt bill has been approved twice by two Congresses but each time was lost in last-minute business.

Mr. Benton also indicated that he will take up the fight for an International Broadcasting Foundation—a quasi public corporation to be administered by a 15-man board of distinguished citizens. This kind of organization, Mr. Benton feels could do a much better job of international broadcasting, and would give the responsibility for its operation almost completely to private enterprise.

Big Blow

CLINTON, Iowa's most destructive storm, with 75-mile-an-hour winds, ripped into the city at 1 a.m. on the morning of July 27. Under the strain, the KROS antenna collapsed and crashed into the street below, but due to the resourcefulness of the station's engineering staff, it was able to sign on as usual the next morning at 7 a.m. Chief Engineer Gil Andrews, along with engineers Bob Johnson and Don Grenzman, went to work at 2 a.m. while the storm was at its height and by sign-on time they had succeeded in putting up a temporary array.

U. S. Sentences Chandler To Life Term for Treason

TREASON'S REWARD was handed to Douglas Chandler last week in a Boston Federal Court. He was sentenced to life imprisonment and fined $10,000 for his traitorous wartime broadcasts over Radio Berlin.

The former Baltimore newsman conducted a propaganda show under the soubriquet of "Paul Revere." His own defense was that it was not an anti-American show but Anti-Russian.

The prosecution recommended the death sentence and characterized Mr. Chandler as a "black-hearted traitor" who "gave his heart and soul to Hitler and wanted Germany to win the war."

CKEY Toronto, is completing installation of new 5-kw Canadian Marconi transmitter, and new GE master control board. A fourth studio has been completely equipped, and new control boards have been installed in two other studios.

Colorfax

(Continued from page 17)

ilar to that of magazine engraving screens and almost twice the fineness of the ordinary newspaper color screen. A Colorfax patent has been applied for, Capt. Finch said. He holds five other patents on color facsimile, the most recent issued a month ago for a process utilizing a prism method of color separation.

A fortnight ago Capt. Finch demonstrated his color system to Chairman Denny and Commissioners Jett and Webster of the FCC as well as to other government engineers at the International Telecommunications Conference at Atlantic City.

Capt. Finch is a former assistant chief engineer of the FCC and holds many patents in the facsimile and radio typewriter fields.

We carry the full line of

PRESTO EQUIPMENT:

- RECORDERS
- AMPLIFIERS
- TRANSCRIPTION TURNTABLES
- RECORDING BLANKS

Type B 16"—$1.32 net

12"— 0.77 net

SONOCRAFT CO., Inc.

45 West 45th St., New York 19, N. Y. • BRyant 9-8997

Shafto Declares BMB 15-Point Plan Aids Growth of Broadcast Advertising

TREMENDOUS growth in the volume of broadcast advertising will be stimulated by adoption of the BMB 15-point plan for continuous operation, according to G. Richard Shafto, WIS Columbia, S. C., a member of the special committee that drew up the plan. Mr. Shafto is a member of the NAB Board of Directors representing medium stations.

The special committee was appointed by NAB President Justin Miller by direction of the NAB board at its May meeting.

Mr. Shafto said the continuing subscription plan [BROADCASTING, July 28] gives broadcasters an opportunity to give the advertiser data about the medium that will permit intelligent and economic use of radio time.

"The requirement leading to BMB's full achievement of its purpose is the practically complete participation by broadcast stations in BMB surveys," according to Mr. Shafto. He opposed the new Hooper proposal for county-by-county reports on the ground that "it merely asks the listener a different question," when reduced to fundamentals.

"The first BMB survey has placed the individual station audience figures a little too high on the graph paper," says Mr. Shafto. "We could have torn off the part of the curve that runs from zero to 50% and BMB would still fulfill its purpose by affording a relative evaluation of stations.

"By switching questions somewhat Hooper proposes to transpose the curve of station audience percentages to the other half of the graph paper. Under Hooper's plan the best station might be rated 40-50-60% so that we could throw away the top part of the paper. Nevertheless, the relative standing of the station would remain the same.

"BMB is thoroughly capable of adopting questions which would result in more conservative evaluations of a station's audience. The important point is that whatever standard is adopted be a uniform one which has the full acceptance of the advertiser, the agency and the industry.

"It is clear to me that we must give the greatest support to BMB in order to obtain full station participation if we are to achieve the tremendous advantage which a complete BMB area report can give radio."

At the time of the NAB board action, BMB had only 120 subscribers for the 1948 study and spring district meetings had indicated the number of participating stations would fall far below participation in the 1946 survey.

Hooper's Project

Asked about the proposal which Mr. Shafto referred to as less desirable than the 15-point plan adopted by BMB, Mr. Hooper said Mr. Shafto was undoubtedly talking about some preliminary material sent by Mr. Hooper to a few broadcasters for their information. This material will form a small part of a lengthy memo now in preparation to go out to BMB and to the entire broadcasting industry. Attached will be an offer which C. E. Hooper Inc. will make to BMB.

Mr. Hooper declined to state what this offer will be or go into any details about the plan he will propose, prior to its formal delivery to BMB's president, Hugh Feltis. It is believed, however, that the new proposal will to some extent be based on that made by Mr. Hooper to the BMB Technical Committee two months ago [BROADCASTING, June 2]. At that time Mr. Hooper outlined a postcard survey procedure which he stated would achieve a higher standard of results than those produced by BMB's first nationwide audience survey in 1946 and which could be carried out at approximately half the cost of the 1946 survey. BMB could also make a nationwide survey in 1948 by adopting this procedure, Mr. Hooper said.

At that time this new survey technique had been tested only in the New York area and the BMB Technical Committee asked to be shown results of any other tests which the Hooper organization might make of this method of station audience measurement. Further tests in markets more representative of the national average than New York have been made and it is anticipated the Hooper memorandum will include a full report on them.

Mr. Hooper expects to complete the memo in about two weeks. It is expected to include a proposal that BMB award to the Hooper firm the contract for much of the field work on its 1949 nationwide survey, on the basis that this organization has the essential experience and technical skill needed to carry out this task most efficiently and economically. Mr. Hooper refused to comment on this, or any other angle of his forthcoming proposal, except to say that it will be important to BMB and to the entire broadcasting industry.

AFM

(Continued from page 18)

by subcommittee members to have been set aside to give Mr. Petrillo a chance "to put his house in order."

Out of the earlier conference had come what Mr. Kearns had called "a great friendship and a lasting one between Mr. Petrillo and the music educators and school administrators of this nation." The union head had accepted Mr. Kearns' invitation for a school music conference at the July 7-8 hearings before the House subcommittee.

On the basis of that meeting Mr. Kearns had announced that he would meet with Mr. Petrillo in Chicago to receive a report on AFM plans for FM and television. If any action on television was taken at the Thursday meeting in Chicago, or if the matter was even discussed by the network and AFM group, could not be learned after the session had adjourned.

Mr. Kearns had said at the July 7-8 inquiry that his subcommittee would take steps to bring networks and Mr. Petrillo together in an effort to avoid a threatened music strike early next year. He also had taken deep interest in the AFM president's threat to cease all recording next Jan. 1 and perhaps set up an AFM recording industry.

Meanwhile Rep. Richard M. Nixon (R-Calif.) expressed doubt that AFM ever would reform under Mr. Petrillo's administration. Rep. Nixon made the statement as he prepared to leave for a Hollywood hearing which may show that AFM is interfering with the progress of television. He is a member of the House subcommittee.

Rep. Nixon said he thought Mr. Petrillo would "live by the letter of the law but that doesn't mean he won't try other means to continue pretty much the same progress he has been indulging in." This differed from the viewpoint expressed earlier by Rep. Kearns.

"What are you WAITING for?"

Northwest Iowa's Mutual Station

KICD

SPENCER-ESTHERVILLE, IA.

A TAYLOR-HOWE-SNOWDEN STATION

use KFAB to sell the ENTIRE Omaha market

NOW AVAILABLE
Most Listened To . . .
12 O'clock Noon NEWS
Mondays, Wednesdays, Fridays

And 90% of this BIG market, which is outside of Omaha, is made up of families that have an average cash income of $8,000.00 per year! Sell the ENTIRE Omaha market with one BIG station. Programmed and "powered" for your use.

SEE YOUR FREE & PETERS MAN or write to HARRY BURKE

KFAB

NOW 50,000 WATTS Omaha, Nebraska

SEE OTHER OFFERS IN THIS ISSUE

*Webster sez: "Quillai" is a soap bark tree.

Whether your product be soap, soap flakes, shampoo or the soap bark tree itself, you will find that WHBQ does a better job of sales per dollar spent? What station in Memovercoming sales problems. Give WHBQ—a chance to help you—call for availabilities.

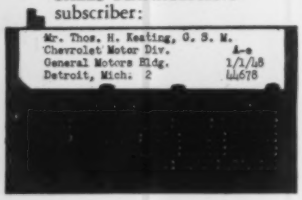
● WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station. —Memphis advertisers know Memphis media. Buy where they buy.

Represented by
RAMBEAU
New York • Chicago • Hollywood

Tell your story to
TOP MANAGEMENT
where it really counts

1 . . . to the sales-minded President, the Vice President in Charge of Sales, the General Sales Manager . . . to the Top Management of *Marketing*.

Men like this SALES MANAGEMENT subscriber:



You can reach thousands of these top men in
Sales MANAGEMENT
New York • Chicago • Santa Barbara

NAB Convention

(Continued from page 20)

ning, objectives, methods and results. Transcribed samples will be presented.

Taking part in the demonstration will be William T. White, sales manager of Wieboldt's Inc., Chicago, chairman and moderator; Myrtle Green, discussing the *Melody Lane* program of Wieboldt's; L. A. Foster, The Fair, Chicago, discussing news; Julian Trivers, of Hengerer's store, Buffalo, discussing *Early Date at Hengerer's*, a daytime program of general appeal to women; Joe DuMond, president, KXEL Waterloo, Iowa, and Dick Bailey, of James Black Dry Goods Co., same city, who will discuss *RFD 1540*, a program of rural appeal.

Lee Hart, NAB Assistant Director of Broadcast Advertising, will sum up the store demonstration and offer suggestions on basic copy appeal and measurement of results.

Graphic demonstration of progress in use of radio by retailers will be given. Theme will be "Cleveland—Five Years Later." In charge will be Eugene Carr, general manager of the Brush-Moore stations in Ohio. Mr. Carr was Sales Managers Executive Committee chairman in 1942 when the original retail project was conceived at the Cleveland convention.

Lack of Understanding

At that time Mr. Carr and Mr. Pellegrin, impressed by lack of understanding of radio by retailers, instigated the plan that developed into a concentrated industry-wide drive to bring radio and retailers into harmony. Culmination of the drive was the Joske study in San Antonio.

Sales managers and program directors will merge their clinic sessions at lunch Monday. Harold Fair, NAB Director of Program Dept., and Mr. Pellegrin will lead discussion of common program and sales problems. Their goal is more effective co-operation between the departments, whose interests are interdependent.

Participating in the joint session will be Barbara Wells, director of women's programs, WOR New York, who is billed as the glamour element in an otherwise all-male cast. Program framers recognized that about 90% of all broadcasting is aimed at women.

The afternoon sales managers session is designated as a broadcast advertising clinic. In charge will be Odin Ramsland, KDAL Duluth, chairman of the Sales Managers Executive Committee. Subcommittees will submit reports. Arthur Hull Hayes, WCBS New York, will report on industry presentation. Mr. Thomas will report on television. Louis Read, for some time sales manager of WWL New Orleans, will discuss agency recognition. Jack Kennedy, WHAM Rochester, will report on sales practices.

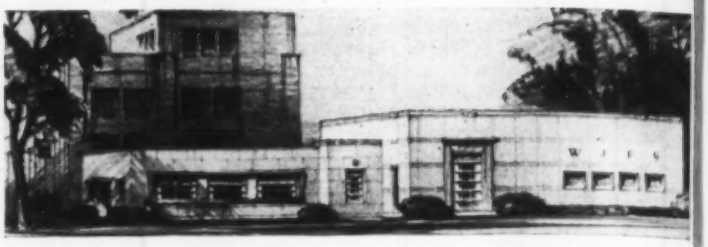
The sales practices will be broken down into groups. Mr. Kennedy will take up talent charge commissions and extra charges for station services. J. Robert Gulick, WGAL Lancaster, Pa., will discuss combining products to earn discounts and brokerage of time. Craig Lawrence, WCOP Boston, will speak on general-retail rate structures and Mr. Kennedy will wind up this phase of the session with a talk on a survey of station sales administration.

The full convention session on broadcast advertising and sales practices will include a panel discussion titled "The Sales Foundation of the American System of Broadcasting." The moderator has not yet been announced.

All station operations will be represented in panel participants, which include: Leonard Reinsch, Cox stations, as station president; Norman Boggs, WLOL Minneapolis, sales manager; a program director yet to be named; Tom Connolly, CBS, as sales promotion manager; Howard Frazier, of Frazier & Peter, as chief engineer.

List of speakers for the afternoon session has not yet been completed.

A MUSICAL tribute to Gen. William Booth, founder of the Salvation Army, in the form of a 15-minute transcription, has been prepared for use by local stations on or about Aug. 20, 35th anniversary of Gen. Booth's death. Transcription is available to stations upon request through their local Salvation Army Corps officers.



NEW STUDIOS and offices of WJPG and WJPG-FM Green Bay Wis., are shown in the above architect's drawings as they will look when completed. Construction of studios will cost approximately $75,000, equipment $25,000, while the FM transmitter house and tower installation cost will be about $40,000. Equipment is RCA throughout. WJPG-FM is expected to take the air about Aug. 13, with its AM affiliate getting underway by late fall. Both the station, shown in the foreground, and its newspaper affiliate, the *Green Bay Press Gazette*, in the background, are owned by the Green Bay Newspaper Co.

ABC CHANGING FORMAT OF JUVENILE PROGRAMS

COMPLETION of arrangements for precedent-setting change in programming [BROADCASTING, July 14], involving two ABC serials, *Jack Armstrong* and *Sky King*, was announced July 30 by the network and respective sponsors, General Mills Inc., and Derby Foods. Under new format, dramatic juvenile programs will be aired on alternate days beginning Aug. 25 in the 5:30-6 p.m. (CDST) slot, with each serial presenting a complete episode in itself.

Changes will be introduced on a sustaining basis during the remainder of the summer hiatus until Sept. 29, with sponsors picking them up commercially at that time.

Leadoff program Aug. 25 will be *Sky King*, with *Jack Armstrong* getting first crack commercially Sept. 29. In keeping with changes, ABC is moving *Tennessee Jed* (Ward Baking Co.) from 5:45 p.m. to 5 p.m. period, and *Terry and the Pirates* (Quaker Oats) from 5 p.m. (CDST) to 5:15 p.m. (CDST) on Aug. 25. Latter two shows resume sponsors as of Aug. 25 and Aug. 26 respectively.

Concurrent with announcement of program shifts, ABC also revealed that *Terry and the Pirates* will move to Chicago studios Aug. 12.

ROBERT Q. LEWIS show which was heard on CBS Fri. 8:30-8:55 p.m., during the General Foods "Adventures of the Thin Man" summer hiatus is now heard on Sat. 8-8:30 p.m.

KSFO
SAN FRANCISCO
560
Wesley I. Dumm, President
Philip G. Lasky, Vice-President

MUSIC PAYS OFF

Northern Californians are enthusiastic about KSFO's planned music . . . and discriminating advertisers are enjoying the Pay Off. Ask your Universal Radio Sales representative.

Standards

(Continued from page 20)

grooves, recording turntable speed (rpm), wow factor, record warp, minimum label information, frequency characteristics for vertical and lateral recording, starting spiral grooves per inch, recording grooves per inch.

One of the subjects yet to be taken up for industry action is high-frequency pre-emphasis for transcriptions. Present standards show a high-frequency boost of 100 miliseconds but some recording industry executives contend that the figure should be reduced to 75 miliseconds as in FM.

Other subjects awaiting action include recorded level, signal-to-noise ratio, concentricity of center hole, turntable diameter (tentatively set at 15⅝ inches), minimum turntable torque, output level of the pickup equalizer combination; tracking error; groove contour and others.

Mr. Howard declared that many foreign broadcast and communication engineers feel that the U. S. standards should be completed, and wide acceptance internationally is indicated. Among nations that have been interested for some years are Great Britain and Australia. Much of the recording equipment ordered during the war by British government agencies called for NAB specifications.

All parties interested in setting up complete standards have been asked by Mr. Howard to declare their intention to participate in NAB's convention session and to name representatives and alternates to the revived committee.

77 on Original Committee

Originally the committee consisted of 77 representatives, with Mr. Smeby as chairman. An executive committe was headed by Robert M. Morris of NBC, with four subcommittees operating.

Besides individual companies, the committee's work attracted interest of the Research Council of the Academy of Motion Picture Arts & Sciences, as well as CBC and BBC.

Decision to encourage revival of the project was reached by the NAB board at its August 1946 meeting in Estes Park, Colo. The subject was discussed at length at a meeting of the NAB Engineering Committee last March [BROADCASTING, March 17]. Participating were Mr. Smeby and Howard Frazier, also a former engineering director of the association. The committee decided to lend its support to further extension of standardization.

Since becoming director of the NAB department last spring Mr. Howard has been in consultation with many groups on the project, which also had been pushed by James Middlebrooks, NAB engineering director in 1946.

No immediate action is planned on standards for wire and tape recording, NAB taking the position that these newer techniques have not been used sufficiently to justify standardization at this time.

Authors' Authority Proposal Lashed by Rep. Domengeaux

ATTACK against proposed American Authors' Authority was leveled last Monday by Rep. James Domengeaux (D-La.), who termed the project a "nefarious program."

The AAA was conceived by novelist James Cain as an agency which would protect the rights of artists. Under the plan a writer would only "lease" his works instead of selling the rights. The plan has been opposed by Hollywood and certain other groups which customarily buy artistic works.

Mr. Domengeaux's opposition took the form of a presentation to Congress of an analysis prepared by the American Writers Assn. It was quoted in full in the *Congressional Record* of July 28.

"The impudent totalitarian presumption of this scheme," said the analysis "is incredible. No one in American labor has ever suggested that the AFL or the railroad brotherhoods should acquire legal title to the labor power of their members. No one has ever suggested that the U. S. Chamber of Commerce should demand legal title to the business firms of its members. But the AAA demands just that."

The analysis declared that the member writer of the proposed authority would be forced to consign his works without having any say as to their disposition. He would be, in effect, it was claimed, a voteless member of an all-powerful body having complete jurisdiction over his production. Furthermore, although he would have the right to withdraw his work at any time, the withdrawal privilege would be an empty one since he would be deprived of any other market.

The plan was likened to James Caesar Petrillo's AFM. It would rest, said the analysis, "on a total surrender by the writer of his properties in his works. The authority . . . would take legal ownership of both copyrighted and uncopyrighted works. It alone would close all financial deals, collect all funds, cut a slice from earnings and payments for its own uncontrolled use."

The author, it concluded, instead of being the free agent he is today, would be working for life under one legal roof, without appeal and without voice.

Charge Communists Back It

The analysis charged further that the AAA would also exercise political authority over its membership and that it was presently being sponsored by Communists "and their fellow travelers in the Screen Writers Guild."

"It is very much too bad," continued the analysis, "that many American writers remain ignorant of and indifferent to the political movements that are shaping the world we live in. This ignorance is the main stock in trade of the fanatical Communists who do the work behind the Screen Writers Guild and the Hollywood center of pro-Soviet propaganda. They launched the AAA as part of a carefully-worked-out campaign, which has been partly successful, to take over the direction of American thought."

IBEW Head Accused

LASHING C. P. Hughes, head of IBEW Hollywood Local 40, with charges of meddling in affairs of union's Hollywood radio technicians, Local 45, latter unit's executive board has complained to O. G. Harbark, regional chief of labor group. Specifically, Mr. Hughes is accused of instructing an engineer of KFWB Hollywood to handle a program which had previously been disapproved by Local 45.

Skelly Renews Two

SKELLY OIL CO., Kansas City, Mo., Sept. 8 renews for 52 weeks Alex Dreier commentary, Mon.-Fri., 8-8:15 a.m. (CDST) and *This Farming Business*, Sat., 8-8:15 a.m. (CDST) on 24-station Midwest network of NBC. Both programs, Chicago-originated, will move to 7 a.m. (CST) slots effective Sept. 29. Agency is Henri, Hurst and McDonald Inc., Chicago.

WE'RE COCKY

. . . about the percentage of yearly renewals—nearly perfect!

WIP IT'S MUTUAL

PHILADELPHIA'S PIONEER VOICE

—REPRESENTED NATIONALLY BY GEO. P. HOLLINGBERY CO.

THE QUALITY STATION

WDUN

GREEN BAY, WIS.

BEN LAIRD, PRES.

DAY and NIGHT

COMPLETE METROPOLITAN COVERAGE

WRITE TO NATIONAL REPRESENTATIVE TAYLOR-HOWE-SNOWDEN Radio Sales

KFMB sells SAN DIEGO

KFMB DOES bring RESULTS —solid Dollars and Cents results. Because as San Diego grows it grows around KFMB—right in the center of this year's $532,000,000 retail sales.* So, take a tip and get on "the inside track" in this great market —get on KFMB.

*San Diego County (estimated)

KFMB

* Now operating KFMB-FM

BASIC AMERICAN NETWORK (Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS

Represented by BRANHAM CO.

KFEL'S FARM REPORTER, Gus Swanson (r), flew to Texas with wire-recording equipment to interview Charles Graham, president of Graham-Hoeme Plow Co., Amarillo. Firm sponsors first 15 minutes of KFEL's six-weekly *Farm Reporter*, 6:30-7 a. m.

Chinese Exhibit

CHINESE Amateur Radio League has announced that it will hold an exhibition in May 1948 in Nanking, China, similar to the one held in 1940 in Chungking. Individual amateurs and amateur societies are invited to send photographs of their stations, copies of licenses and other interesting documents, badges, emblems, publications, maps, charts, etc., and anything else of general interest to radio "hams." Exhibits should be sent not later than Jan. 15, 1948, to the league at 40 May Yuan Villa, East Ling-Sun Road, Nanking 2, China.

DISC M.C. CONVENTION

Record Spinners Will Discuss Formation of National Judicial Body Aug. 15

NATION'S disc m.c.'s will discuss proposed formation of a national judicial body at first annual convention of the National Assn. of Disc Jockeys in Chicago's Hotel Sherman Aug. 15.

According to Hugh Douglas, Chicago radio personality appointed temporary chairman and spokesman by the convention committee, plans call for delegates to appoint members to hear and, if possible, act upon problems of disc m.c.'s. Mr. Douglas said need for a central organization is accentuated, with networks devoting choice time to the field and "big names" moving in on the record-spinning business.

Idea for new organization was inspired, it was said, by the presentation of disc jockeys in the film, "Something in the Wind," which stars Deanna Durbin, one of the sponsors of the association.

A long distance call from Miss Durbin will open the convention. The committee hopes to have Gov. Dwight H. Green, of Illinois, and Chicago's Mayor Martin H. Kennelly as luncheon speakers.

Torbett Injured

JOE H. TORBETT, former Washington director of AP Radio and new identified with station interests in Texas, was injured in an automobile accident in Wichita Falls last Monday which necessitated surgery on his right knee. Mr. Torbett is identified with the interests which have contracted to purchase KWFT Wichita Falls for $700,000 and which have other construction permits and applications pending for stations in that state.

KOA GETS GE AWARD 2ND TIME IN 3 YEARS

GE AWARD for operating perfection went to KOA-NBC, Denver last week—the second time in three years that the coveted General Electric silver plaque has been won by the station.

The 50-kw station earned the 1943 award for a loss of only 42 seconds of broadcasting time. A loss of only four seconds during 1946 earned the latest award for KOA.

Lloyd E. Yoder, general manager of KOA, accepted the award on behalf of NBC and KOA from W. B. Clayton, commercial vice president of GE, Dallas. Mr. Clayton declared "you have a challenge and an opportunity today, unequaled in your history, to promote national well-being, to guide our course of action and to mold public opinion, and I know with your fine record of the past, you will not falter or fail to carry on in the future."

WMEX Rehearing Request Denied by Commission

FCC said last Thursday that it had denied WMEX Boston's petition for re-hearing on the denial of its FM application, but left the way open for WMEX to apply for one of the two "reserved" channels which are now available in that area.

WMEX, one of eight rivals for seven channels in the original proceeding and the only one whose application was denied [BROADCASTING, June 30], had contended in its re-hearing plea that it should be allowed to present further evidence to refute FCC's finding that the station lacks financial qualifications to build and operate its proposed FM affiliate.

Video Replacement

MUTUAL network program, *Leave It to the Girls*, is being considered for television as the replacement for *Author Meets the Critics* when the video version of the latter program has run its course for General Foods Corp. on WNBT New York. Food company is experimenting with various types of programs for its products in its video campaign on NBC's key video station. *Author Meets the Critics* is placed by Benton & Bowles, New York.

NAB Code Mailed To Executive Group

Final Committee Action May Be Taken This Week

TENTATIVE provisions of the new NAB code, as drafted July 22 by the Special Standards of Practice Committee [BROADCASTING, July 28], have been mailed to members of the Program Executive Committee. The full commitee will meet Thursday and Friday of this week at NAB headquarters in Washington.

Final committee action on the code may be taken at this meeting. As drafted by the committee the code includes strict limitations on length of commercials but lacks enforcement teeth.

Should the committee approve a new code, the text will be submitted to members of the board of directors, which has final authority to put it into operation. Consideration has been given to the idea of submitting the draft to the NAB membership in advance of the Atlantic City convention Sept. 15-18. The board will meet before the convention opens, and if it so desired could place the subject on the convention agenda.

Chairman of the Program Executive Committee, under which the Special Standards of Practice Committee operates, is Merle S. Jones, WCCO Minneapolis. Robert D. Swezey, MBS, who directed preparation of the code, will attend the meeting as will John M. Outler Jr., WSB Atlanta, chairman of the subcommittee on commercial practices, Edgar Bill, WMBD Peoria, chairman of the general practices subcommittee, and Ken R. Dyke, NBC, chairman of the drafting subcommittee.

National Guard Show

NATIONAL GUARD of the U. S., effective Aug. 14 begins sponsorship of *First Call for the Block Party* on MBS, Thurs., 9:30-10 p.m. Program will feature music by Ray Block's orchestra with vocals by Monica Lewis and Larry Douglas. Guest stars also will appear. Agency is Gardner Adv., New York and St. Louis.

"THE TALKING BIRD"
7:45-8:00 a.m. Monday through Saturday
Write WGY or NBC Spot Sales for your participation
WGY SCHENECTADY, N.Y.
GENERAL ELECTRIC

The SCHOOL of RADIO TECHNIQUE
NEW YORK • CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting
Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.
Send for free Booklet B.
Approved for G.I. Training
NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

Upcoming

Aug. 12: BMI Board, BMI Hdqrs., New York.
Aug. 15-17: Organizational Conference of Catholic Broadcasters Assn., Campus of Fordham U., Bronx, N. Y.
Sept. 2-3: Western Assn. of Broadcasters annual convention, Minaki Lodge, Minaki, Ont.
Sept. 12-13: FMA Convention, Roosevelt Hotel, New York.
Sept. 12-13: NBC Affiliate Stations' first annual convention, Atlantic City, N. J.
Sept. 15-18: NAB 25th annual convention, Atlantic City.
Sept. 17-19: CBC Board of Governors meeting, Hotel Palliser, Calgary, Alta.
Sept. 18-20: Affiliated Advertising Agencies Network annual meeting, Hotel Schenley, Pittsburgh, Pa.
Sept. 29: Clear Channel Hearing, FCC Hdqrs., Wash., D. C.
Oct. 6-8: Assn. of National Advertisers annual meeting, Hotel Chalfonte-Haddon Hall, Atlantic City.
Oct. 6-9: Financial Advertisers Assn. Convention, New York.
Oct. 12-15: AAAA Pacific Council annual meeting, Ahwahnee Hotel, Yosemite National Park, Calif.
Oct. 23-25: Life Insurance Advertisers Assn. annual meeting, Chateau Frontenac, Quebec.
Oct. 29-31: Assn. of Canadian Advertisers annual convention, Royal York Hotel, Toronto.
Nov. 3-5: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Nov. 8-9: Southwestern Assn. of Advertising Agencies fall convention, El Paso, Tex.

N. Y. Conference Planned By Catholic Broadcasters

ORGANIZATIONAL conference of the Catholic Broadcasters Assn. will be held Aug. 15-17 on the campus of Fordham U., Bronx, N. Y. The Rev. Robert I. Gannon, S. J., president of Fordham U., last week issued an invitation to all groups and individuals in Catholic broadcasting to attend the meeting.

William A. Coleman, chairman of the radio division of Fordham's Department of Communication Arts, is making plans to have radio authorities and Catholic air personalities on hand to aid in discussions attendant on the formation of the group. The proposed CBA will set up a central library of scripts, arrange for a regular exchange of information on radio and television, aid other Catholic groups in the use of radio, and coordinate the efforts of Catholic broadcasters throughout this country and Canada.

NEED HELP? Are you in search of a director of your women's program department? Would you be interested in a personality with 12 years of broadcasting experience, complete knowledge of music libraries, transcription and record filing, with 6 years of road show and chautauqua trouping, over 300 personal appearances a year as a radio personality, director of all women's activities at her present radio connection, a mother and homemaker herself with a flair for making commercial copy sound enticing? Mister, may the gods smile upon you and may you find the one you want. The items listed above describe me pretty well. But you can't hire me. I'm tickled to death to be with WTCN, the swellest station in the nation! Signed, Arlie Haeberle, WTCN, (ABC) Minneapolis, St. Paul.

INNOVATION in NAB history was a two-day catechism for new directors elected at the winter-spring district meetings. Six newly-elected directors, who take office at the Atlantic City convention, were present and heard addresses by NAB top executives and department heads. All functions of the association were described in detail to acquaint the new directors with NAB operations.

Directing the instruction course were President Justin Miller; A. D. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer. Around table (l to r): Charles C. Caley, WMBD Peoria; Clyde W. Rembert, KRLD Dallas; Harold E. Fellows, WEEI Boston; Messrs. Arney, Miller, Willard; Henry P. Johnston, WSGN Birmingham; John F. Meagher, KYSM Mankato; Gilmore Nunn, WLAP Lexington.

New Equipment to Be Viewed At New York FM Convention

NEW developments in FM techniques during the year, including transmitting and receiving equipment, will be put on display at the FM Assn. convention to be held Sept. 12-13 at the Roosevelt Hotel, New York.

Several new AM-FM table model receivers will be uneviled by manufacturers, according to Bill Bailey, FMA executive director.

FMA last week was mailing out registration forms. Fee prior to Aug. 15 will be $18, including lunch and the Friday night banquet. After Aug. 15 the fee will be $20. Expressed intent of members and nonmembers to attend the convention indicates heavy attendance, Mr. Bailey said.

Agenda will be announced in early August. Among speakers will be M. F. Balcolm, Sylvania Electric Products, president of Radio Manufacturers Assn.; and a prominent FCC representative. Mr. Balcolm will speak at the banquet. Justin Miller, NAB president, has been extended a special invitation to attend.

New officers to be elected include Roy Hofheinz, KOPY Houston, president; Everett L. Dillard, WASH Washington, vice president; Frank A. Gunther, REL, secretary; Arthur Freed, Freed Radio Corp., treasurer. Executive officers are appointed by the board.

Four board members elected at FMA's organization meeting last January will complete one-year terms. They are Wayne Coy, WINX-FM, Washington; Gordon Gray, WMIT Winston-Salem; Ira Hirschmann, New York; E. J. Hodel, WCFC Beckley, W. Va. The board will meet after the convention, as will the five-man executive committee.

Demonstration of FM's fidelity will be staged by Mr. Hirschmann and Dr. Edwin Armstrong, inventor of FM.

President Hofheinz will open proceedings Friday morning. Invited to attend the convention are FMA members and nonmembers as well as CP holders and FM applicants, along with FM manufacturers. No charge will be made to manufacturers desiring to place equipment on display.

FMA has arranged to accommodate up to 600 delegates at the Roosevelt, with overflow to be taken care of at the Ambassador and Astor.

NORC

(Continued from page 20)

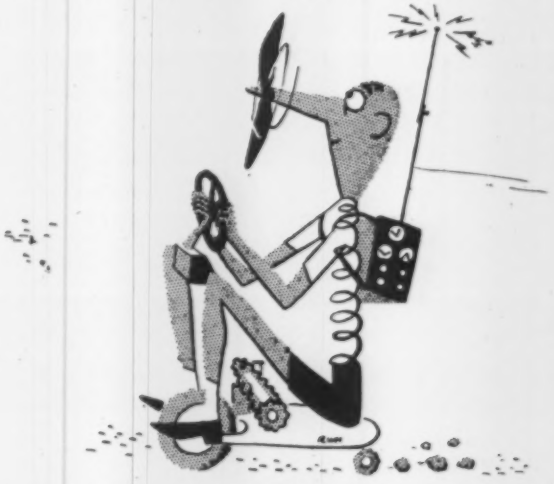
the second study. This new survey was authorized by the NAB board at its May meeting in Washington. Findings will be made available in early 1948 after NORC has tabulated its results and Dr. Lazarsfeld has analyzed them.

The NAB subcommittee studied in detail the topics suggested for inclusion in the second study. Pretesting in the field will be undertaken at once, in accordance with accepted survey practice, to determine technical aspects of the procedure.

Attending the New York meeting were Hugh M. Beville, NBC, subcommittee chairman; Carl Burkland, WTOP Washington; Dr. Lazarsfeld; Paul Sheatsley, NORC; Elmo C. Wilson, CBS; Earl Winger, WDOD Chattanooga; William Zurflieh, NBC; Kenneth H. Baker, NAB Director of Research.

WHO'S CRAZY?

DULUTH, MINN.—"Those guys at KDAL are crazy", says Otto Mattick. "They're too modest about what their power increase to 5,000 watts does for their coverage. Look at that favorable 610 frequency and dope it out yourself."



Otto is leaving town with the metapolar refractive pilfrometer he invented to make a 3-state survey of KDAL's new signal. Armed with back issues of Broadcasting and several old due bills, Otto is now on his way.

What adventures will befall Otto? (See next week's installment and, meanwhile, contact Avery-Knodel, Inc. and find out why KDAL, Duluth, is a better buy than ever.)

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Where are all the good radio men? Salesman, announcer and engineer-announcer needed. Must be experienced to warrant good salary we pay. New station needs top personnel. Reply Box 606, BROADCASTING.

Announcer, engineer commercial manager for one of Michigan's best small stations. Permanent, immediate employment to qualifying persons. Tell all in first reply. Box 973, BROADCASTING.

Complete staff for new regional network affiliate in metropolitan mid-south community. All positions open including general manager, program director, chief engineer, announcers, engineers, continuity writer, salesmen. Excellent working conditions. No replies wanted from floaters or radio school graduates. Please reply noting expected remuneration, experience and at least three recommendations which will be checked thoroughly and picture to Box 992, BROADCASTING.

Announcer—Experienced announcer for Mutual affiliate in southeast. Good working conditions in well-equipped studios. Versatility necessary so please do not answer this ad unless you have two years commercial experience. List abilities, salary expected. Box 4, BROADCASTING.

Chief engineer—Midwest ABC affiliate. Must have construction experience both studio and transmitter. Prefer with directional operation background. Starting salary $350 to $400 per month. Write stating full experience, education, references and include photo to Box 26, BROADCASTING.

Wanted—Program director. Send references, audition disc, picture, salary expected. Must have minimum of 3 years experience. Housing available. Must be capable of personnel direction. Write Wayne Phelps, KHUZ, Borger, Texas.

Help Wanted (Cont'd)

Assistant manager New England basic, owner-operator seeks sober, able and hardworking man. He must now be earning $3,500 to $4,000 and looking for more. He must be a good time salesman to aid in that department. He must understand full operation and be willing to follow thoroughly all details. Write concerning entire background, enclose snapshot. Box 69, BROADCASTING.

Program director with long, successful record wanted for proposed 250 watt station in 15,000 population, midsouth city. Probably few months before station is on air. Also, want applications for chief and first class engineer-announcers. Write Box 75, BROADCASTING.

ABC affiliate station in one of the best markets in the Rocky Mountain region looking for time salesman. Applicants must have experience, good references, steady character. Base salary and commission. Permanent. Write full particulars to Box 76, BROADCASTING.

Chief engineer wanted new regional network affiliate in midsouth. Pleasant community, good working conditions. Must be thoroughly experienced. State expected salary, experience and recommendations to Box 993, BROADCASTING.

250 watt station in southern city of 15,000 going on air about September 15 wants experienced program director and combination engineers-announcers. Box 83, BROADCASTING.

Commercial manager for upstate New York thousand watt station. Must be progressive, hard-hitting, familiar with selling in national field and basically familiar with the sale of local programs and supervision of local sales force. Please state in first reply complete radio sales experiences, both local and national, former employers, age, marital status, references, and other pertinent data. Box 85, BROADCASTING.

Attractive girl, 21-25, needed by southeastern station this Fall to handle traffic and continuity. Sales experience helpful. Send story, photo and salary requirements to Box 87, BROADCASTING.

Writer—Immediately for independent station using music and news as basis for programming. Send background, work samples, starting salary required to WWSO, Springfield, Ohio.

Operator, announcer, copywriter, and salesman positions opening at 250 watt Mutual affiliate. Good place for beginners. GI training possible. Box 99, BROADCASTING.

General manager wanted new regional network operation in midsouth. Must be experienced manager with agency contacts, proven record of performance and at least five recommendations that can be thoroughly checked. State expected salary and other conditions. Replies treated confidentially. Reply to Box 994, BROADCASTING.

Help Wanted (Cont'd)

Announcer — experienced, 1or network affiliate in southern coastal city. Box 120, BROADCASTING.

Wanted: Salesman for new regional station in fast-growing city of 35,000 population. Ideal working conditions. Box 101, BROADCASTING.

Salesman for major network station in New England. Must be experienced. Send history, photograph, and state salary expected. Box 102, BROADCASTING.

Wanted: Salesman with several years' experience. Midwestern city of over 100,000. Box 115, BROADCASTING.

Engineers (50 kw station), announcers, program directors, instructors (with investment). RRR, Personnel Agency, Box 413, Philadelphia.

Announcer, thoroughly experienced, as disc jockey, newscaster, all types musical shows. No floaters, good future, $50 to start. Send disc, foto, details to P. D., WJMR, Jung Hotel, New Orleans.

New 250 watt station needs chief announcer, and experienced announcers. Opening approximately September 1. Also, experienced radio salesman who can qualify as assistant sales manager. Write or wire Frank Kaull, Manager, KNOX, Grand Forks, North Dakota.

Wanted: 2 engineer-announcers for NBC affiliate. Starting salary $55.00 weekly. Call or wire WCRS, Greenwood, S. C.

Opening—Experienced announcer for 1,000 watt full time Mutual affiliate. Send transcription and all information with first letter. All transcriptions returned and letters answered. Also, have opening for first class copywriter. Radio Station WGAD, Gadsden, Alabama.

Wanted—Announcers and copywriter! We need experienced announcers and a copywriter with ideas. Send audition discs, background, experience at once. Address reply to Guy Corley, General Manager, Radio Station WAZF, Yazoo City, Miss.

Announcer wanted for thousand watt independent daytime station. Must have previous experience. Send photo, references, and audition disc to Don C. Wirth, General Manager, WNAM, Neenah, Wisconsin. Single man preferred because of acute housing shortage.

Announcer wanted immediately. Veterans only. Standards are high, but good potentialities are considered above experience. If interested, contact Alan Bautzer, Production Manager, WLBR, Lebanon, Pennsylvania, for interview and audition. Audition records will not be considered.

Engineer, GI, experience, station construction. GI announcer. Time salesman. Box 902, Canton, Ohio.

Salesman. One of southeast's leading stations has excellent opening for one salesman to handle local and regional accounts. Interested only in self-starter who sells intelligently and soundly, can use audience and market figures, not rate-conscious. Commission basis, but salary of $75 weekly until billings equals then straight commission. Earnings should be five to seven thousand annually for good man. Station one of largest regional coverage in southeast, top Hooper in market, major network. Applications and negotiations held in strictest confidence. Box 118, BROADCASTING.

Situations Wanted

Radio Executive—17 years experience with station, network, government and agencies. Now radio business manager prominent New York agency seeking an appropriate association with radio station in northeast area. Box 57, BROADCASTING.

Radio executive. Over twenty years experience network, agency, and station. Top positions. Now located California, have excellent contacts. Married, under forty, top references. Box 60 BROADCASTING.

1st class phone, single, 22, wants position with some broadcast station. Graduate Cook's Radio School, Navy radio experience. Bennett M. McKnight, Wesson, Miss.

Copywriter with air experience. Gal with extensive radio station and agency experience: commercial writing, children's shows, women's programs—seeks opportunity. Sparkling copy, original ideas, pleasant air voice, university degree. Presently employed — top references. Please contact Anne Grey Houlihan, 255 North Street, Buffalo, New York.

1st class phone and telegraph licenses. Five years experience Marine radio operator, certificate in radio engineering. (100% grade.) Married, prefer country location, housing important. State salary offered. Fillebrown, West Yarmouth, Mass.

Young single announcer. Good voice, pleasing personality, will travel anywhere. Don Stelljes, 4334 N. E. 114th Avenue, Portland, Oregon.

More ambition than experience. Married veteran, twenty-three. Two years announcing, writing, general broadcasting experience. Excellent commercials. Want position with future to demonstrate ambition and develop ability. Philadelphia or near. Box 65, BROADCASTING.

Hooper-happy? Sincere voice will trade six years' seniority with top eastern 50,000 watter and nine years' experience in advertising, newspaper and radio, for opportunity with progressive station in temperate climate. Write, produce, announce. Specialize in news and music. Personable, versatile and dependable. 29, vet, with great ideas. Available September 1. No ulcers, no neurosis. Married to my profession. Box 64, BROADCASTING.

Announcer, dependable. University training. Good potential, needs plenty of work. Can you supply it? Box 63, BROADCASTING.

I'M LOOKING FOR A SPORTS-MINDED STATION. I'D LIKE to WORK THERE!
I offer 9 years network play-by-play experience; college and pro football, baseball, basketball, hockey; championship boxing, track, tennis, golf. Expert news, special events man. Employed now major outlet, not enough sports. Excellent references.
Box 93, BROADCASTING.

AVAILABLE AT ONCE
A TEMPORARY GENERAL MANAGER, to assist YOU in building, organizing and training YOUR station. 15 years background in radio. Finest references in industry. Recent winner CBS program promotion contest of $10,000 first prize for all-round promotion. Member of NAB Sales Promotion Committee. Write or wire John Carl Jeffrey, 414 North Armstrong, Kokomo, Indiana.

WANTED — TRANSCRIPTION BROKERS AND SALESMEN
- **New children's show. Year 'round public service feature. Universal appeal to build Hooper ratings for small stations. Some territories open on exclusive franchise basis. State your experience, territory, and present programs. Box 954, BROADCASTING**

Radio and advertising executive seeking new connection. Unusually comprehensive background includes 4 years copy and account executive AAAA agency; three and one-half years advertising manager and assistant manager network affiliated station. Know management, sales, programming, can handle personnel. Desire managership or advertising manager of sound station. Geographical location secondary to opportunity. Married, middle thirties, veteran. Available immediately. Write Box 95, BROADCASTING.

Sales Engineers

Old established manufacturer of broadcasting equipment has openings for several qualified sales engineers. Here is your opportunity to have a good income selling equipment to broadcasting stations. These positions require men having a thorough knowledge of the field of broadcasting both from a technical and business standpoint. Please give full particulars in your reply concerning past employment, age, education, marital status, remuneration expected and geographical area preferred. Reply to Box 883, BROADCASTING.

CAN YOU SELL?

Unusual opportunity for experienced salesman as commercial manager NBC affiliate in market of 250,000. Your income builds with your volume. Photo, proof of past performance first letter.

R. W. Dumm, Manager, KNOE, Monroe, La.

Situations Wanted (Cont'd)

Radio station manager with 20 years experience in all phases of broadcasting including management, sales and programming. Has built four stations ranging from 250 to 10,000 watts. Wants part interest and management in new or established station in west. Willing to make substantial investment and will furnish highest references. Box 59, BROADCASTING.

Successful announcer-editor-writer-actor. Seeks change. Box 885, BROADCASTING.

Engineer—Several years experience construction, maintenance and operation, desires connection with progressive or new station as chief or transmitter engineer. Best references. All offers considered and replies given. Prefer western area. First phone, telegraph licenses. Box 945, BROADCASTING.

Engineer, experienced, studios, transmitter, ten years; complete offer please. Box 975, BROADCASTING.

Radio dramatic director for agency or radio station. Young woman with several years finest training. Now assisting dramatic director. Good commercial sense. Box 977, BROADCASTING.

General manager available. Family man, fifteen years experience. Mature, sober, dependable. Top record and references. Prefer south. For interview write Box 3, BROADCASTING.

General manager—If you are looking for a man to take complete charge of your station (or a CP), read this: I have 13 years experience in radio covering all phases of station management plus New York agency experience. I can assume full responsibility for staffing and programming your station (if new), or taking full charge of existing station. I can handle your sales problems, agency or network contacts, and programs. I have actually served in every capacity except engineering, so my experience is first hand—not theoretical. Full references available. Box 28, BROADCASTING.

Engineer. Experienced transmitter and control, AM and FM, network and independent. Can do sports and some news if necessary. Age 27, single, steady. Prefer south or west. Available after August 15. Box 34, BROADCASTING.

Engineer, 1st phone, vet, 3 years apprentice machinist, 5 years servicing, RCA grad, married. Box 42, BROADCASTING.

Engineer, 1st phone, RCA grad. 7 years Army and civilian servicing. Knowledge of television. Married. Box 43, BROADCASTING.

A-1 announcer—M.A. University of N. C. 1940, married. Over three years in radio. Sober. Reliable. Making change with knowledge and approval of manager. A-1 references. All inquiries answered. Box 66, BROADCASTING.

Announcer, 3 years experience, all type shows. Excellent record and references. Experienced console operation. 25, single, college graduate. Good voice, dependable, cooperative. Minimum $70 week. Disc, details available. Box 62, BROADCASTING.

Announcer, copywriter. Married vet, 25. College graduate and NBC Institute. Go anywhere. Disc, photo available. Box 70, BROADCASTING.

College graduate, 21, with experience in announcing and control operation (Collins 12H10, RCA 76-B, GE BC1A) wants position in New England area; music programming, traffic, announcing, control operation or any combination. Box 71, BROADCASTING.

FOR SALE

175' Blaw-Knox standard type CK self-supporting tower. Good condition less anchor bolts, but with complete lighting equipment. Tower dismantled and available immediately. Loaded on flat car. $1350. F.O.B. Pittsburgh. Radio Station K Q V.

Situations Wanted (Cont'd)

Operator, vet, 22, single. Graduate service and civilian radio schools. First phone ticket. Desire employment in eastern states. Box 61, BROADCASTING.

Engineer—1st class phone, 1st class telegraph, Merchant Marine radio operator 4 years, radio school grad, 24, industrious, reliable, married. Will travel. Modest requirements. Box 58, BROADCASTING.

Announcer. Married, 22. Graduate of Columbia Radio School. Trained in all phases. Midwest preferred. Disc available. Bob Smith, 5329 Kimbark Avenue, Chicago, Illinois.

Technician, first phone license, five years civilian experience repairing military radio equipment, desires start with California station. Single, age 28, have new car. 495 Tenth Avenue, San Francisco, California.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Engineer. 1st phone. RCA grad. Vet, 27, married. Mid or southwest preferred. Richard Wilkinson, 31-33 56th Street, Woodside, L. I., New York.

AM, FM, and television engineers, technicians, combination men. All first class. Contact R. E. Hinkel, Central Radio & Television Schools, 1644 Wyandotte Sts., Kansas City, Missouri.

Announcer-newscaster, one year experience, also write commercials. Married vet, 22, one child. Prefer far west or Rocky Mountain station. Disc, photo available. Box 74, BROADCASTING.

Announcer-engineer. 1st class radio telephone. Thoroughly experienced. Top-notch announcer. Engineering secondary. 28, married, one child, dependable. All offers considered. Box 82, BROADCASTING.

Engineer, veteran, experienced. Desperate need of position with station either in New York, New Jersey, or Connecticut. No floater. Box 78, BROADCASTING.

Announcer: English-Spanish, 18 months experience; veteran, 27, married, one child. Prefer west, southwest station. Disc, photo available. Jim Ortega, 1202 E. 77th St., Los Angeles, California.

Experienced announcer. Now with network affiliate. Know music, sports, news, disc shows, write and produce scripts, act. Reliable, sincere, congenial; well-educated. Seek permanent position. Write Box 103, BROADCASTING.

Two announcers—Ambitious vets, grads leading Radio City school, college backgrounds. Available together or individually. Box 110, BROADCASTING.

Announcer — Pleasing "salesmanship quality" voice. 3 years college. Trained 1 year leading radio school. Air experience AFRS. Box 104, BROADCASTING.

Engineer. Station experience. 1st phone. College background. Box 105, BROADCASTING.

Engineer. 1st phone, RCA grad, single, 24. 2½ years Army radio operator, mechanic. Desire broadcasting career. Aspiring, reliable. Box 106, BROADCASTING.

Engineer. Vet, 1st phone, ambitious, sober. Salary secondary. Will travel. Box 107, BROADCASTING.

Make a date for a disc by DeWitt. Versatile announcer, experienced commercials, news. Swell ad-lib, disc shows. Knowledge control boards. A trial will convince the wide-awake station manager Box 108, BROADCASTING.

BET THE PAIR

Here's a chance for some independent station in the south or southwest to hire a man and wife team that can really do a job. The gal is a topflight actress with a selling voice. The guy is a writer-director-producer with more than 2000 network shows to his credit. They've been in radio since 1929.

They can work together or independently. But they insist on being hired as a team.

They want to get out of New York and into a real American community. References? The best there are! Write or wire

Box 98, BROADCASTING

Situations Wanted (Cont'd)

Announcers — licensed — available from RRR, Personnel Agency, Box 413, Philadelphia.

Announcer, vet, married, professionally trained all phases leading N. Y. school. Disc, photo on request. Will travel. Henry Mintz, 322 East 35th Street, New York City.

Engineer, RCA grad, 1st class phone. Associate member IRE. Vet, 23, married. Will travel. Samuel Stempler, 1851 66th Street, Brooklyn 4, New York.

Engineer, RCA grad two-year intensified engineering course. 1st class phone. Married, 23. Carl D. Swanson, Irene & Pine Streets, Walla Walla, Washington.

Veteran desires position in small progressive station as announcer. Radio experience, some college, can write, operate control board, assist in programming. References. Age 26. Single. Will go anywhere. Prefer the west. Write Box 942, Havre, Montana.

Hooper proves—my record show tops in metropolitan market. Announcer. Programming experience. Desire move for advancement. Midwest or western station. 4 years announcing, news, sports, accent on special events. Interview on vacation latter half August. Young, aggressive, sober, married. Excellent references. 2 weeks notice needed. Minimum $60 week plus talent. $75 without. Box 91, BROADCASTING.

Right now you can employ an excellent announcer-newscaster who is not a genius, but who can and will give consistent top performance. Background includes 8 years of radio announcing and selling with local and regional stations. No floater. Excellent references. Box 119, BROADCASTING.

Want a man with lots on the ball? Experience? Why sure. Program manager at 21. Like to change for geographical reasons. My desire: announcing position with opportunities. Box 77, BROADCASTING.

Now is the time to prepare your fall and winter sports parade. Topnotch, experienced sports announcer available after August 15th. Presently employed doing daily sportscast, newscasts and newswriting, commercial announcements, record shows, and play-by-play all sports. Desire position with sports-minded, progressive station. College man, married, veteran, and experienced. Box 73, BROADCASTING.

For Sale

75-A Presto recorder with 85-A amplifier, two RCA type 50-A conductor microphones. Box 21, BROADCASTING.

For Sale—Immediate delivery. Five Robinson precision turntables, one with WE 9-A pickup; WE eight-ball and salt shaker microphones, RCA 77-B microphones, Para-Flux pickups, Universal, lateral and vertical. All new, represent over-purchase for new station. Box 92, BROADCASTING.

For sale—Gates 31-B console with or without pre-amps, complete with tubes and power supply. Brand new. Write, wire, or call E. W. Fliegel, Chief Engineer, WNAM, Neenah, Wisconsin.

Save on your first transmitter—Kluge rebuilt RCA 100-E, served us faithfully over two years. Available to you for $900 or highest bid. Phone or wire L. Dellar, KXOA, Sacramento, California.

250 watt transmitter. Immediate delivery. Ideal for quick inexpensive installation. WESL, Preston, Maryland.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

TOPFLIGHT MANAGEMENT

Write for a complete biography of one of the leading broadcasters who in the near future will be available. Sales figures included. Does your operation need the services of his proven ability in management, sales, re-organization work and construction? All replies held in strict confidence.

Box 96, BROADCASTING

For Sale (Cont'd)

1—General Radio type 601-A signal generator—$100.00. 1—UTC 1½ kw modulation transformer—$50.00. 10—RCA type 848 water cooled 10 kw tubes @ $10.00 each. 2—Water juckets for 848 tubes @ $5.00 each. 1—Lot bronze cut off valves. 1—Radiator cooler with fan. Molines—$25.00. 1—60 GPM water pump—$25.00. 1—10 gallon storage tank—$5.00. Box 80, BROADCASTING.

Radio station! 50% available to qualified operator. Give complete details, references first letter. Box 116, BROADCASTING.

Three new Fairchild portable recorders, unit 539 and one amplifier-equalizer unit 540. Just taken out of service. Sonocraft Company, 45 West 45th Street, New York City.

Two G.R. interpolation oscillators 617-C, one G. R. heterodyne frequency meter 620-A, other test equipment at 20 to 40% discount. Send for list. Village Radio Equipment Co., 201 West 16th Street, New York City.

Pierce model 55-A wire recorder in good condition, used nine months. Complete with mike, mike stand, three spare spools of wire. Cost about $500 new, what are we offered? Radio Station WINR, Binghamton, New York.

For sale: One new 1000 watt Western Electric transmitter in use since Nov. 1, 1946, in excellent condition; and one 6-B 1000 watt Western Electric transmitter in good condition. Radio Station KVNI Coeur D' Alene Broadcasting Co., Coeur D' Alene, Idaho.

New: One 300 ft. uniform cross section guyed radiator built to support FM, with all necessary equipment, base insulator, flashing beacon, hazard lights, guy wires and anchors. Ready for shipment; will furnish erection crew. Large quantity of ground wire. International Orange and Aviation White paint. Hoke Vertical Radiator, Petersburg, Virginia.

Dumont 208—$150. Karzmark, c/o KILO, Grand Forks, N. D.

Wanted to Buy

Radio station. I am interested in buying 250 watt going operation in small market northeastern area. Will consider full or partial interest, but insist on active management. Box 56, BROADCASTING.

Wanted—General Radio 916-A RF impedance bridge. Box 68, BROADCASTING.

Part interest—California or Arizona radio station. Box 100, BROADCASTING.

Established regional—Top local by seasoned men in quality market. Box 117, BROADCASTING.

Miscellaneous

Is your station in the "red"?—A former Federal Communications Commission executive has helped others and can help you put your station on a paying basis in the least possible time. Reasonable rates. All replies and business held in strictest confidence. Box 933, BROADCASTING.

For sale—Radio fan magazine. Circulation 28,000. A fine opportunity for ambitious radio man. Box 995, BROADCASTING.

Jockey's comedy script collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, L. I., N. Y.

FOR SALE

MIDWEST REGIONAL

A fine facility, well-established and located in one of the countries richest oil, wheat, cattle and industrial states. Opportunity for fulltime and network affiliation, but showing very good profits on present basis. Due to urgent personal reasons a quick sale is necessary. Price $135,000. Liberal terms arranged. Write

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton
1011 New Hampshire Ave.	235 Montgomery St.
National 7405	Exbrook 5472

REP. HARTLEY RESIGNS HIS SEAT IN CONGRESS

FRED A. HARTLEY, the New Jersey Congressman who, as head of the House Labor Committee can take a greater share of the credit for the existence today of the Taft-Hartley Labor Law, announced his resignation from Congress last Wednesday.

Mr. Hartley came to the House 20 years ago, at that time the youngest member of that legislative body. He was for a long time on the minority side of the Labor Committee, and acceded to its chairmanship upon the GOP victory last year.

He has been vigorously opposed by labor groups in his own district since 1942, and during the last year has been vilified by every labor group in the country. It was for this reason that the claim was made that his resignation was forced by labor opposition. This Mr. Hartley denied.

Radio will remember Mr. Hartley for his initiation of the present investigation of James Caesar Petrillo. This probe was started by Mr. Hartley after hearing testimony presented by Dr. Joseph Maddy, founder of the Michigan Interlochen Music Camp. Mr. Hartley was determined to throw open the entire question of labor union racketeering.

Forrest Joins WOAI

ARTHUR L. FORREST, former member of the NBC advertising and promotion department, has been appointed sales promotion manager of WOAI, NBC affiliate in San Antonio, Tex. Mr. Forrest has been coordinator of promotion for NBC-owned-and-operated stations and for the network's western division for the past two years and during the war was manager of NBC public service promotion. Before joining NBC he was promotion manager of WBT Charlotte.

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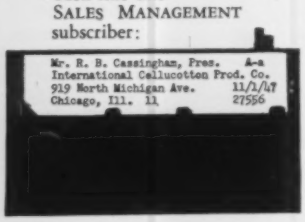

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New York • Chicago • Santa Barbara

FCC Grants 4 New AM CP's, Increases Power of 3 Others

GRANTS for four new AM outlets and power increases for three existing stations were issued by FCC in orders or final decisions announced last Thursday.

The Commission proposed to deny the application of WISH Indianapolis to move from 1310 kc and increase power from 5 kw day and 1 kw night to 5 kw fulltime, basing its decision on grounds of excessive interference to other stations.

But in three other docket cases FCC authorized (1) KFNF Shenandoah, Iowa, now operating with 1 kw day and 500 w night on 920 kc, to increase daytime power to 5 kw; (2) KROW Oakland, Calif., to increase power on 960 kc from 1 to 5 kw, directionalized fulltime; (3) KOVO Provo, Utah, to move from 1240 to 960 kc and boost power from 250 w to 1 kw, directionalized at night.

The new station grants were as follows:

1. Independent Broadcasting Co., Des Moines, Iowa—940 kc with 10 kw day and 5 kw night, directionalized fulltime;

2. Associated Broadcasters, Wadena, Minn.—920 kc, 1 kw fulltime.

3. Lee-Smith Broadcasting Co., Faribault, Minn.—920 kc, 1 kw fulltime.

4. Paul F. Braden, Middletown, Ohio—910 kc, 1 kw, day only. This grant was in a final action effectuating FCC's proposed decision in the case, and also denied the application of I. & E. Broadcasting Co. for the same facilities at Dayton, Ohio [BROADCASTING, June 2].

In the WISH case, FCC concluded that the Indianapolis station's proposed 5-kw operation on 940 kc would result in "serious objectionable daytime interference" to WMIX Mt. Vernon, Ill., a 1-kw daytime station on 940 kc. "And (WMIX) is the only station in Mt. Vernon," the Commission added.

It also denied the WISH request that proceedings on the Independent Broadcasting application at Des Moines be stayed and that Independent's application be considered comparatively with WISH's since the two are mutually exclusive. But because WISH's application was given a proposed denial independent of any consideration of the application for Des Moines, FCC ruled, the WISH request for stay of proceedings and comparative consideration "need not be considered further."

FCC then ordered Independent's application granted.

John W. Boler, Minnesota broadcaster and head of the bankrupt North Central Broadcasting System, is president but not now a stockholder of the Des Moines grantee. He has an option to acquire stock. Independent also has an FM grant.

The new-station grants to Lee-Smith and Associated Broadcasters and the power boost for KFNF came in a separate proceeding. FCC concluded that the three proposed operations, as revised to decrease interference, would cause no prohibitive conflicts. Both Faribault and Wadena received their first outlets in these grants. The Wadena station will serve an area which now receives no nighttime service and only one-sixth of which has daytime service.

In the KOVO-KROW 960-kc case FCC previously issued a decision proposing to grant the KOVO application and deny KROW's without prejudice to the filing of a new application which would create no interference problems [BROADCASTING, April 28]. Last week's order, granting both applications, came after KROW revised its antenna plans to eliminate conflict.

Comr. Clifford J. Durr did not participate in any of the actions, which were taken by the Commission in an executive session held last Monday at Atlantic City, N. J.

Ownership of the new-station grantee companies:

Independent Broadcasting Co., Des Moines—Headed by John W. Boler, interested in three Minnesota stations and head of the old North Central Broadcasting System. Mr. Boler has no stock interest in Independent but has an option to buy approximately 11%. Other stockholders: Joseph F. Rosenfield, department store executive and retired attorney 23½%; Kenneth L. Durham, textile company executive, 23½%; John Ruan, transportation company official, 23½%; Edwin S. Buckley, banker, 23½%; Robert W. Root, 6%.

Lee-Smith Broadcasting Co., Farribault, Minn.—Herbert H. Lee, Palmer Dragsten, and John E. Hyde Jr., war veterans, are equal owners.

Associated Broadcasters Inc., Wadena, Minn.—Owned by 27 local business and professional men, headed by C. V. Phillips and with individual stock interests ranging from about 3 to 16.5%. E. V. Bergstrom is vice president; H. E. Parker, treasurer; and Hugh G. Parker, secretary

Paul F Braden, Middletown, Ohio—Mr. Braden is a consulting radio engineer. He was an engineer for WSMK and its successor WING Dayton from 1939-1944, and was in charge of installation of WIZE Springfield. He will be general manager of his new station.

WJBK Application

WJBK Detroit, acquired by Fort Industry Co. in June. [BROADCASTING, June 23], applied to FCC last week to move from 1490 to 1500 kc and to increase its power from 250 w to 10 kw, directionalized fulltime. The application is contingent on the new WABJ Adrian, Mich., changing from 1500 to 1490 kc.

250 - W INDEPENDENT OPENS IN EVANSVILLE

L. D. Groves (l), secretary-treasurer, and John A. Engelbrecht, president and general manager of WIKY.

* * *

TODAY (Aug. 4) is the date set for the opening of WIKY, 250-w Evansville, Ind., daytime independent on 820 kc. WIKY's service area covers half-million people who comprise the "Tri-State Area." Station is owned by John A. Engelbrecht, president and general manager, and ex-Navy communications officer; George Stoltz, vice president; and L. D. Groves, secretary and treasurer. Mr. Stoltz and Mr. Groves are Evansville business men.

Program director is Arthur Zinkin Jr., ex-freelance writer and producer, and AFRS station manager in Iran. John C. Munger, formerly with WDZ Tuscola, Ill., and AFRS in Anchorage, Alaska, is news editor. Other staff members are: Mr. Stoltz, chief engineer; Bob Ligon, assistant engineer; Kenneth McCutchan and Bob Plane, announcer; Marvin Bates, sportscaster; Bill Sisk, Jack Adams and Kenneth Boltinghouse, salesmen; Mildred Karch, continuity.

Equipment includes a Collins transmitter, Federal console, and 480-ft. Ideco tower topped by an FM antenna for which a conditional grant has been issued. WIKY is represented nationally by the Burn-Smith Co.

AFRA Caucus

AFRA-LOS ANGELES is to hold a caucus Aug. 6 to determine its stand on resolutions to be introduced by national convention delegates in New York, Aug. 14 to 17.

A SMART STATION PROMOTION

. . . Give your public a real television preview. . . . Millions have yet to see a television picture. . . . Hire Television Associates' "Jeep" TV Unit—complete with camera, 4 receivers, all technical equipment and experienced technical staff. . . . You be the showman—your talent—your production. . . . Tie in local advertisers to carry the nut. . . . Ideal for department stores, conventions, fairs. . . . Wherever there are people this will pack them in. . . . Costs range from $500 for 1 day to $1750 for 1 week. . . . A few dates still open for August and September. . . . Wire for reservations.

Television Associates, Inc.

Chicago:
190 N. State St.
Andover 3294

New York:
527 Lexington Ave.
Wickersham 2-4000

Battle for WOKO Frequency Resumed

3 Rivals for 1460-kc Channel Seek to Operate With 5 kw

THREE-WAY FIGHT for WOKO Albany's 1460-kc channel resumed before FCC in Washington last week, with prospects that the hearing would be completed late Friday or early this week.

WOKO has been ordered off the air by Sept. 1 for concealment of a 24% stock interest held by Sam Pickard, former Federal Radio Commissioner and one-time CBS executive.

Rivals for the frequency, all seeking permission to operate with 5-kw power, are Van Curler Broadcasting Corp., whose application was heard separately several months ago; and the Joseph Henry Broadcasting Co. and Governor Dongan Broadcasting Corp., who filed after FCC held the case open for applications to compete with Van Curler's.

After almost two full days of engineering testimony from representatives of the three applicants, Deuel Richardson, WOKO vice president and general manager, took the stand late Wednesday to give detailed testimony on behalf of the Joseph Henry company, which he heads.

Questioned closely as to when he first suspected that the "concealed" interest in the WOKO case was not actually owned by the listed owner, he said he suspected it sometime after 1934, when the stock was issued. He told questioners that he had once attempted to discuss the matter with Harold E. Smith, WOKO manager and his employer, who subsequently was found to have aided in the concealment, but indicated that he made no substantial progress in the discussion.

He emphasized that he had not been in a position to have definite knowledge of such matters, but that his "suspicion" grew as a result of the correspondence between Mr. Pickard, Mr. Smith, and R. K. Phelps, in whose name the stock was listed.

In response to questioning, he said he would not consider Mr. Smith for any position with Joseph Henry Broadcasting because he felt that Mr. Smith's connection with the company "would jeopardize our license."

Mr. Richardson testified in detail on Joseph Henry's qualifications, plans and particularly with reference to the ownership of more than half of the stock by WOKO employes. He submitted a list of 25 employes who have subscribed for shares [BROADCASTING, June 2]. Remainder of the stock is owned by Raymond M. Curtis, one of the present WOKO principals.

Mr. Curtis himself, who has taken a relatively inactive part in the operation of the station, took the stand in a session held Thursday night following completion of Mr. Richardson's testimony.

Representatives of the other applicant firms were slated to appear Friday or early this week if it was impossible to conclude the hearing before the weekend. Jack P. Blume, one of FCC's new hearing examiners, presided over the sessions, which were a resumption of those started a few weeks ago in Albany.

'LIFEBLOOD OF TELEVISION'

Kersta of NBC, Speaking at Northwestern U. Institute, Sees Networks in Major Role

THAT "networks will be the life blood of television" due to high production costs and lack of major talent and production centers was the contention of Noran Kersta, manager of the NBC Television Dept. in New York, who spoke at the NBC-Northwestern U. Summer Radio Institute July 28.

Mr. Kersta

Speaking on "A Status Report on Television," Mr. Kersta said "the whole world is a stage for the television camera. Television satisfies a human desire that has never been satisfied before—that of being present at great events when they occur." He expressed his belief that "the sense of the unknown, spontaneity, and immediacy is the most potent factor in television programming."

Commenting further on network television, Mr. Kersta reported that NBC hopes to extend the present New York - Schenectady - Washingington television network within a few months. He added that he foresaw a Chicago-New York video tieup (coaxial cable) by 1948.

Radio Institute closed Aug. 1 with its annual banquet, held in the Merchants and Manufacturers Club in Chicago. James H. McBurney, dean of Northwestern's school of speech, presided and was principal speaker. Four top graduates of institute were given two full and two half scholarships, awarded annually by NBC. In addition, certificates were presented to students who had completed successfully the six-week course in advanced radio training.

FCC TO HEAR NBC-KFI VIDEO DISPUTE AUG. 25

DISPUTE between NBC and its Los Angeles affiliate, KFI, over their respective television channel assignments was set down by FCC last week for oral argument on Aug. 25. Both KFI and NBC want Channel No. 4, which FCC assigned to the network while assigning No. 9 to KFI.

A KFI appeal to the Circuit Court of Appeals for the District of Columbia would be withdrawn, without prejudice to the station's right to appeal again, under an agreement reached last week by KFI and the Commission, but the Court has not yet acted upon this move to dismiss. The appeal was preceded by KFI's filing opposition to its assignment with FCC in January, which the Commission dismissed in June. The Aug. 25 argument will concern KFI's petition for the reconsideration of the channel assignments and NBC's reply contending that the Commission has no right to grant KFI's request.

RCA Income

RCA's gross income in the first half of 1947 amounted to $154,333,872, compared with $101,310,085 for the same period in 1946, according to a statement last week by Brig. Gen. David Sarnoff, president and chairman of the corporation's board. Net income, after all charges and taxes, was $8,825,912 for the first six months of 1947, compared with $5,666,299 in the six-months 1946 period. After payment of preferred dividends net earnings applicable to the common stock for the first six months of 1947 were 52.2 cents a share, compared with 29.5 cents a share in the first half of 1946.

Baseball's Appeal Checked by Hooper

Rating Interviews Prove Night Games Are Popular

ENORMOUS listener-appeal of baseball broadcasts was reported last week by C. E. Hooper Inc., New York, in comparing ratings for independent stations on Hooper interviewing periods of July 4 and July 18.

The report states that on July 18, 10-10:30 p.m., night baseball was broadcast in 17 of the Hooper 36 checking cities and typically this was over independent stations. In these 17 cities, representing 55 per cent of the Hooper sample, the share-of-audience to the stations transmitting baseball was 45.8, sets-in-use 27.1, rating 12.4. In the other 19 cities where baseball was not broadcast during that time period the share-of-audience to all independent stations was 11.9, sets-in-use 23.5, rating 2.7.

On July 4, 10-10:30 p.m., night baseball was broadcast in three Hooper checking cities, all other games being scheduled during the afternoon of the July 4 holiday.

In the same 17 cities where share-of-audience to baseball was 45.8 on July 18, on July 4 the share-of-audience to the same group of stations was 20.8, sets-in-use 14.0, rating 2.9. In the other 19 cities not broadcasting baseball, the share-of-audience to all independent stations was 13.9, sets-in-use 15.6, rating 2.1.

Rouse Resigns

ARTHUR B. ROUSE Jr. has announced his resignation as director of station relations of the John H. Perry Radio Stations (WJHP-WJHP-FM Jacksonville, Fla., WCOA-WCOA-FM Pensacola, WDLP Panama City, WTMC Ocala). Mr. Rouse had been in charge of coordinating the Perry AM and FM stations.

You DON'T WRITE to People You Don't Like!

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LETTERS in One Month

from friends of WEDO!

* See our National Reps or write for a notarized breakdown by cities and states.

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SERVING the GREATER PITTSBURGH Market!

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Nat. Rep.—BURKE, KUIPERS, MAHONEY
Offices in All Principal Cities
WEDO Box 810, McKeesport, Pa.

Tell your story to

TOP MANAGEMENT

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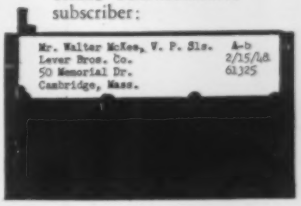
Men like this SALES MANAGEMENT subscriber:



You can reach thousands of these top men in

Sales MANAGEMENT

New York • Chicago • Santa Barbara

U. S. Proposal on Reallocation Voted

Overall Re-Engineering Of Spectrum First Is Approved

A PROPOSAL of the United States delegation to the International Radio Conference now in session at Atlantic City that a new international frequency list be prepared on a thorough re-engineering of the spectrum between 10 kc and 30 mc has been adopted by the committee to inaugurate preparations for such a list.

Adoption of this procedure, by a vote of 41 to 14, came after extended debate by both a subcommittee and the full committee, in which the U. S. plan was opposed by nations favoring a proposal of Bielorussia that an interim list be prepared by fitting displaced stations into correct bands and re-engineering as necessary to provide as satisfactory a solution as possible, with work on a completely engineered plan to be deferred until after the issuance of the interim list.

U. S. Proposal

A U. S. proposal points out that "until frequency assignments for all services can be completely engineered, it will not be certain that effective use can be made of the frequency spectrum or that the frequency requirements of any service can be met without experiencing harmful interference," so that it is necessary for an appropriate group to continue to prepare such a list after the close of the Atlantic City Radio Conference. Therefore, the proposal states:

"A special International Frequency List Commission shall be established by the Atlantic City Radio Conference. The Commission shall have as its objective the formulation of an engineering plan which will improve the utilization of the radio spectrum by providing for the continued operation of all existing services in every country, while eliminating the harmful interference which has resulted in the past from the activation of radio operations without an integrated world-wide plan.

"In addition to assuring to all countries the continued operation of existing services without harmful interference, the Commission shall endeavor, in formulating such a plan, to make adequate provision for the future development of new radio services and the expansion of existing services, so that all countries may improve and increase their services to the full extent practicable. The Commission shall treat communications services which were interrupted by the war and which have not yet been restored on the same basis as existing services, and, in addition, shall give special consideration to the needs of countries when natural developments have been impeded."

The Commission is to convene at a place to be set by the Atlantic City conference not later than Jan. 15, 1948, and to begin by determining an engineering framework based on the new bandwidth and tolerance tables adopted by the conference. Timetable calls for the engineering framework to be completed by March 1, 1948, and the full international frequency list to be finished by Nov. 1, 1948.

Effective Sept. 1, 1949

The list is to conform to the allocation table adopted in Atlantic City and to the engineering principles cited above, so as to provide for all requirements while avoiding harmful interference. When the list is completed and not later than Jan. 1, 1949, the Bureau of the International Telecommunications Union is to furnish copies of the list to all ITU members, with a special conference to consider the list being convened on March 1, 1949. New list is to become effective Sept. 1, 1949, with all frequency changes necessary to implement the Atlantic City allocation table to be completed by then.

Following the vote by which the U. S. resolution was approved, the delegate of USSR advised the committee that in view of the opposing votes from 14 countries, the decision could not be accepted by Russia. This view was supported by the delegate of Bielorussia. Chairman of the committee said that the U. S. proposal would be discussed in detail at the next meeting of the committee and asked each delegate to submit recommended amendments to the outlined procedure at that time.

When a United States delegate found himself in disagreement with the majority of a sub-committee on technical definitions of the general technical committee, he reacted in a somewhat different manner from that of the Russian representative in refusing to accept the majority ruling. The technical definitions group defined harmful interference as "any radiation or any induction which endangers the functioning of a radionavigation service or of a safety service or obstructs or repeatedly interrupts a radio service operating in accordance with these regulations."

Finding himself outvoted on his objection to including "induction" in the definition, the U. S. delegate pointed out that this will require great changes in household apparatus, the screening of spark plugs in automobiles, etc., to prevent induction interference. He pledged the U. S. to "make every effort to bring their national laws into conformity with the rule, in the belief that the nations which are proposing and supporting this definition will be obliged to act in the same manner and that they are consequently prepared to make these large and expensive modifications in induction apparatus."

To determine whether the committee work of the International Radio Conference can be substantially completed by Aug. 15, so that the High Frequency Broadcasting Conference can convene on that date, Conference Chairman Charles R. Denny called a joint meeting of the heads of delegations to the IRC and the International Telecommunications Conference plenipotentiary conference for 8:30 p.m., Aug. 1.

Idea for Worldwide Advisory Group Within the ITU Proposed by French

FOLLOWING the British proposal to set up a worldwide advisory organization for broadcasting, to operate within the framework of the International Telecommunications Union [BROADCASTING, July 28], the French Delegation has submitted its own proposal.

The French plan calls on broadcasters to assume a double role: First, to coordinate among themselves the special aspects of broadcasting as a whole, working on the technical aspects in conjunction with the ITU and on the cultural, juridical, administrative and informative aspects in liaison with the United Nations or one of its specialized organizations; and second, to undertake any studies or experiments called for by those aspects.

This double role, the French plan states, shall be carried on for medium and long waves by regional groups of broadcasters and for short waves "by a federation of existing or future regional organs." The proposal continues "frequency assignments to broadcasting stations in the bands allocated by administrative and plenipotentiary conferences, regional for medium and long waves, world-wide for short waves.

Until the new federation has been created, France proposes that the ITU act in that capacity during the Third Atlantic City Conference on high frequency broadcasting, which "will also have the mission of studying the creation of the federation."

Radio Conference Group Races to Meet Deadline

DELEGATES at the International Radio Conference scheduled 65 committee and working group meetings for last week, in addition to many delegation and extra-schedule meetings, in an attempt to meet the original deadline of Aug. 15 for signature of a new set of international radio regulations. The conference began May 16 in Atlantic City.

The International Telecommunications Conference (plenipotentiary conference) and second of the Atlantic City conferences, which began July 2, had 20 meetings scheduled for the week. Third series of meetings, the High Frequency Broadcasting Conference, is expected to open Aug. 15, and to remain in session until about Sept. 15 when the series of international communications conferences will come to a close.

Westinghouse Video Set To Be Marketed This Year

WESTINGHOUSE RADIO Corp. announced at a distributors' meeting in New York last week that its first television receiver—a table model priced at about $400—will be placed on sale before the end of this year.

The announcement was made by Edgar G. Hermann, Westinghouse Home Radio sales manager, who also supervised the showing of 12 new Westinghouse radio models "priced to meet the buyers' market." A national radio and magazine advertising program will be launched to herald the new line during the fall season, Westinghouse officials said.

KAKC Tulsa, Okla., received the annual distinguished service award from the American Legion Radio Committee of Oklahoma, "for their outstanding service to veteran's organizations and for making every effort to acquaint the public with veteran's problems and pending veteran's legislation."

FOR SALE

5,000 WATT

CBS NEW ENGLAND RADIO STATION

Must Be Sold

Sacrifice Price $185,000

Physical Value Approximately $110,000

Grosses $185,000

First Come, First Served

Box 121, BROADCASTING

Philadelphia Bars Using TV Must Pay Fee, Court Rules

TELEVISION in Pennsylvania taprooms was dealt a serious blow last week by a court decision holding that drinking establishments having video sets must obtain an amusement permit. Such permits, issued by the Liquor Control Board, will cost liquor licensees $120 annually, while the cost to beer parlors will be $60.

In effect the decision, handed down by Presiding Judge William M. Hargest, of the Dauphin County Court, classified television as a motion picture. It upheld a ruling by the State Liquor Control Board that taprooms having video receivers must get a license.

The Liquor Board had advised all retail licensees in the Philadelphia area March 1 that the use of television sets was unlawful without an amusement permit. It was about that time that taprooms began making video installations in large numbers.

Several tavern owners in Philadelphia, backed by the Philadelphia Liquor Dealers Assn., immediately went into the Dauphin County Court with a bill in equity and sought to restrain the Liquor Board from enforcing its regulations and collecting the permit fees.

They argued that the word "television" does not appear in the act, which provides that drinking establishments that have dancing, floor shows, or theatrical or motion picture entertainment must obtain amusement permits. They declared that television, unlike a motion picture, which can be run and re-run, flickers away and is gone forever.

Judge Hargest's decision dismissing the bill in equity noted that not only did the word "television" not appear in the statute but that there has never been a judicial definition of the term. "This is a case of first impression and its decision is not without difficulty," he said.

He concluded that moving picture shows and television "both are devices for the accomplishment of the same end" — visual entertainment of patrons. He said the law is interested in "what the observers see, rather than how the thing seen is produced."

"The statute is progressive," he ruled, "and the words 'moving picture exhibitions' used in it aptly describe a television exhibition."

The Liquor Control Board, Judge Hargest said, has authority to adopt and issue any regulation controlling the operation of television devices consistent with the provisions of the liquor laws, and he added that the Board's March ruling "is a valid exercise of police power." He indicated that licensees could be given relief only through an amendment to the law by the General Assembly.

'Inquirer' Attacks Ruling

The decision was immediately attacked editorially. *The Philadelphia Inquirer*, owner of WFIL and WFIL-TV, said:

> Many will be inclined to disagree with this interpretation. Taprooms and restaurants have had radio sets for years, for the convenience and diversion of their patrons, and have not had to pay for an amusement fee.
>
> If the latest ruling is not carried to the higher courts and there overturned, this unfair situation should be corrected by the next session of the Legislature.

There was some indication that an appeal would be made to the State's highest court. Jack Crane, president of the Liquor Dealers Assn., announced Thursday that his group is taking the first step to seek a reversal of Judge Hargest's ruling.

Mr. Crane said exceptions to ruling will be filed within the stipulated ten days. The ruling was handed down last Monday.

At a meeting of the association Thursday, Mr. Crane told tavern proprietors not to apply for permits until the court has disposed of the exceptions.

MOVING right with WGAR Cleveland's new 50-kw signal into station's expanded coverage area in northeastern Ohio is WGAR's ambassador of good will, Wayne Mack, shown landing at Canton, Ohio. He is being greeted by Jay L. Goodin, president, Canton Chamber of Commerce, and a few minutes later he began wire recording a half-hour WGAR *Salute to Canton* for broadcast on Aug. 10. Canton program is second in a series introducing WGAR to new cities in coverage area. Salute to Alliance was presented July 27.

2 McGillvra Executives, Le Baron, Kelly, Resign

JAMES W. Le BARON, vice president and sales manager of Joseph Hershey McGillvra, New York, and Jack Kelly, account executive at the station representative firm, have resigned.

Prior to his association with McGillvra, where he served for seven years, Mr. Le Baron was with Mac-Fadden Publications, New York. Mr. Kelly, before joining McGillvra, owned the New England Advertising Agency, Bridgeport, Conn.

Fulton Lewis, jr.

NOT AVAILABLE on 262 stations!

In our zeal to make Fulton Jewis, jr. available to the greatest numbers, we've previously publicized on these pages various "availabilities." But don't get the mistaken idea that Brother Lewis is nothing but available!

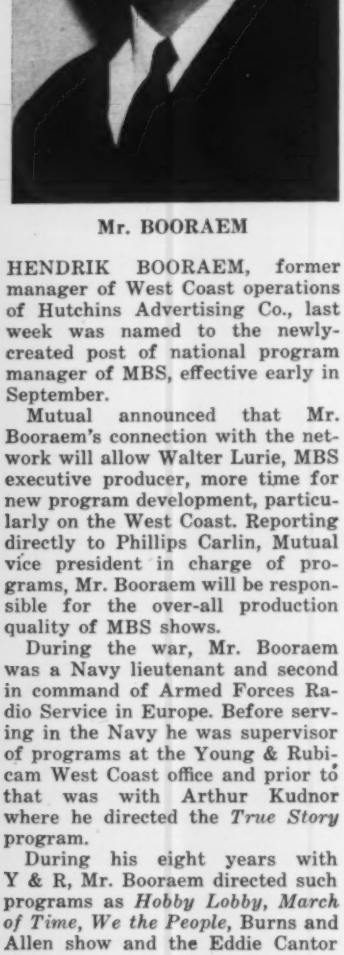
On 262 stations from coast to coast he is currently sponsored by a group of sponsors *as satisfied as sponsors allow themselves to get.*

But the Mutual net contains more than 262 stations . . . so, if you need a program with a loyal following, wire, phone, or write us immediately for information. Maybe F. L., jr. *is* available to your bailiwick.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

Booraem Is in New MBS Program Post

To Be Responsible for Over-all Production Quality



Mr. BOORAEM

HENDRIK BOORAEM, former manager of West Coast operations of Hutchins Advertising Co., last week was named to the newly-created post of national program manager of MBS, effective early in September.

Mutual announced that Mr. Booraem's connection with the network will allow Walter Lurie, MBS executive producer, more time for new program development, particularly on the West Coast. Reporting directly to Phillips Carlin, Mutual vice president in charge of programs, Mr. Booraem will be responsible for the over-all production quality of MBS shows.

During the war, Mr. Booraem was a Navy lieutenant and second in command of Armed Forces Radio Service in Europe. Before serving in the Navy he was supervisor of programs at the Young & Rubicam West Coast office and prior to that was with Arthur Kudnor where he directed the *True Story* program.

During his eight years with Y & R, Mr. Booraem directed such programs as *Hobby Lobby, March of Time, We the People,* Burns and Allen show and the Eddie Cantor show.

Sponsor Lewis Show

BURLINGTON BREWERY CO., Burlington, Wis. (Van Merritt beer) will sponsor the Ted Lewis program, transcribed, produced and packaged by Chartoc-Colman, Chicago, effective Sept. 28, in eight major city markets—New York, Chicago, Los Angeles, San Francisco, Boston, Cleveland, Pittsburgh and Philadelphia. The advertiser, whose product is a premium price beer and who has distribution in those eight markets, bought the program for 13 weeks through Goodkind, Joyce & Morgan, Chicago advertising agency.

ZENITH RAISES WOLF, ANDERSON AND DUMKE

ZENITH RADIO CORP. has announced the promotion of Orrin E. Wolf, J. E. Anderson and Willy Dumke to vice presidencies.

In his new position Mr. Wolf, who joined Zenith as marketing manager in 1941 after extensive sales experience in the automobile and appliance fields, will be in charge of the Hearing Aid Division. He has held the post of vice president and general manager of Zenith Radio Corp. of Canada since 1944.

Mr. Anderson, who moves up from the position of general purchasing agent, becomes vice president in charge of purchasing. He joined the Zenith organization in 1942 as purchasing agent after ten years at RCA. At the time he left RCA he was at the corporation's Bloomington, Ind., plant as purchasing agent and member of the senior management committee.

Mr. Dumke, who joined Zenith in 1946, becomes vice president in charge of production of speakers, transformers and hearing aids. He entered radio manufacturing in 1920, and prior to joining Zenith had been with the Utah Radio Corp. for 16 years, first as vice president and plant manager and later as vice president of the Carter Radio Division.

Announcement of the promotions was made by Comdr. E. F. McDonald Jr., Zenith's president.

MBS Considers Nielsen After Cancelling Hooper

MUTUAL last week was without a national program rating service, having canceled C. E. Hooper Inc., and was reported to be "looking over" the A. C. Nielsen system.

Two months ago Mr. Hooper announced rate increases and it was understood that MBS had decided, "at least for the present," to drop the Hooper service because of this.

Blue Scorebook

NOT in this week's FCC decisions is the July 26 decision that BROADCASTING's softball team earned over the Commission's nine to the tune of 23 to 11. Victory marks the second straight time the magazine team has downed the government tossers (en banc) in Washington Radio League play, therefore removing any possibility of a dissent.

Nets Meet Radio Guild To Form New Wage Code

OFFICIALS of the Radio Writers Guild met in New York with representatives of the four major networks last week to formulate union shop regulations for staff writers and free-lancers.

It was understood that agreement was reached on three major points involving script writers; one-tenth of the network's personnel concerned, or one man in each shop, to be exempted from RWG membership; freelance writers to be permitted to sell not more than four scripts before joining the guild, i. e., they must become RWG members on selling their fifth script; a licensing arrangement for all scripts whereby the writer will retain a financial interest and will profit from each rebroadcast or adaptation of his original script.

AFM Local 47, Los Angeles, has ruled against employment of regularly employed radio and movie musicians in occasional jobs. Vote of membership was cast at unit's meeting July 28.

Medford Case Said Violation of Avco

GIBSON Broadcasting, whose application for FCC consent to the purchase of KMED Medford, Ore., was given a proposed denial, told FCC last week that the rival bidder under the Avco Rule, who won approval, was not legally qualified and that its purchase offer failed to meet the Avco Rule's requirements.

Mrs. W. J. Virgin, KMED owner, joined in the exceptions filed by Gibson, original applicant for acquisition of the station. They requested oral argument on the proposed decision, which was issued July 1 [BROADCASTING, July 7].

They contended that Medford Radio Corp. winner of the proposed decision, violated its charter by beginning business before the required amount of capital had been paid in; that one of Medford's stockholders was not financially qualified, and that Medford's purchase offer failed in many respects to comply with the Avco Rule's requirement that it match the terms of the Gibson offer.

In its offer to meet the Gibson delivery to Mrs. Virgin of $20,900 worth of stock (33.4%), they contended, Medford actually was offering only 8.4% of its own stock. They argued that this would have a book value of only $5,225.

The exceptions were filed by Frank Roberson and Russell Rowell of the Washington law firm of Spearman & Roberson, Washington counsel for Mrs. Virgin and Gibson Broadcasting.

Gibson Broadcasting is principally owned by Luther E. Gibson (66.6%), owner of KHUE Watsonville, Calif.

KMED is on 1440 kc and has a grant for 5-kw operation. The purchase price is $250,000 aside from the stock transfer.

NATIONAL NETWORK HOOPERS

EVENING JULY 15-21, 1947

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	+ or —	Position
1. Bob Hawk Show (Sub.-Col. L. Stoopnagle)	155	R. J. Reynolds Co.	William Esty & Co.	10.2 CH	7.9	+2.3	13
2. Take It Or Leave It	163	Eversharp	The Biow Co.	9.8	8.1	+1.7	10
3. Mr. District Attorney	133	Bristol-Myers Co.	Doherty, Clifford & Shenfield	9.1	12.1	—3.0	1
4. Break the Bank	183	Bristol-Myers Co.	Doherty, Clifford & Shenfield	8.3	3.1	+4.8	100
5. Can You Top This?	141	Colgate-Palmolive-Peet Co.	Ted Bates Inc.	8.1	6.2	+1.9	33
6. American Album of Familiar Music	141	Sterling Drug	Dancer-Fitzgerald-Sample	8.0	6.3	+1.7	29
7. Dr. I. Q.	128	Mars	Grant Advertising	8.0	9.0	—1.0	4
8. Crime Doctor	146	Philip Morris & Co.	The Biow Co.	7.9	9.0	—1.1	3
9. Three Views of the News	215	Andrew Jergens Co.	Robert W. Orr & Assoc.	7.8†	9.1†*	—1.3	2
10. Your Hit Parade	160	American Tobacco Co.	Foote, Cone & Belding	7.7	8.7	—1.0	8
11. Crime Photographer	145	Anchor Hocking Glass Co.	Wm. H. Weintraub & Co.	7.7	--	--	--
12. Manhattan Merry-Go Round	141	Sterling Drug	Dancer-Fitzgerald-Sample	7.1	6.6	+0.5	25
13. Suspense	82	Roma Wine Co.	The Biow Co.	7.0	7.7	—0.7	15
14. Adv. of Sam Spade	156	Wildroot Co.	B B D O	7.0	3.6	+3.4	94
15. Adv. of Philip Marlowe	128	Pepsodent Div.—Lever Bros. Co.	Foote, Cone & Belding	7.0	--	--	--

* Program called Jergen's Summer Edition in 1946
† Includes first and second broadcasts.
CH—Computed Hooperating

WGAY Says Programs No FTC Affair

Answers WWDC Charge On Broadcasting Race Results

WHILE the Federal Trade Commission continued to ponder its course of action, WGAY Silver Spring, Md., last week contended that the FTC should refuse to issue the cease and desist order desired by WWDC Washington [BROADCASTING, June 23] because: "(1) FTC has no jurisdiction over the subject matter; (2) the FCC is the sole and exclusive governmental agency for the overall review of program service; and (3) on their merits, the facts stated do not justify the issuance of a complaint."

WWDC complaint was directed against the carrying of horse race information by WGAY on the ground that such information is being used by the community's gambling element, and on the further ground that this type of broadcast constitutes an unfair trade practice.

In a reply filed Monday with FTC, WGAY says it discussed its policy with the Montgomery County Chief of Police, the Silver Spring police, and the State's Attorney's office at Rockville, Md., prior to inaugurating the broadcasts and was advised that there would be no objections. In fact, says WGAY, Walter W. Dawson of the State's Attorney's office even added that "the folks in this area would like to have this information."

Still No Objection

On June 25, following the filing of WWDC's complaints, WGAY says it again contacted these same officials and were again advised that there was no objection. Therefore, says WGAY, it appears that the police "have (1) received no adverse comment or criticism; (2) do not sustain WWDC's charges that these programs are being used by the gambling element, and (3) not only have no objection to these shows but believe they are of interest to the residents."

As further proof of this last point, the statement cites the July 18 issue of the *Maryland News* which states that 58% of those polled in Montgomery County (where WGAY is located), favored the establishment of a race track which would permit pari mutuel betting.

The station says it has been advised that Maryland has as many race tracks as any other state in the U. S. and adds that Silver Spring residents place bets and frequent such nearby tracks as Laurel, Pimlico, Havre de Grace, Bowie and Marlboro. Thus, according to WGAY, broadcasting of these results is of interest to a substantial part of its listeners.

In response to the charge that race results are used by persons interested in the "numbers game," WGAY says it has no knowledge of this and contends that "the possibility that this information may be used for an illegal 'numbers game' should not determine the propriety of the broadcast."

'Numbers' Tie-in

The station says it conferred with Lieut. Blick of the Washington Police Dept. after filing of the WWDC complaint and was advised that "number games" in the past have utilized reports of stock exchange sales, Treasury Dept. figures, and have even determined winners by shaking dice or balls.

Thus, says the statement, it appears that the "numbers game" exists not because of race results, but independently, and the possibility that these results might be used should make their broadcasting no more illegal than airing of stock market quotations.

As proof of the popularity of race results, WGAY reminds the FTC that they are also aired by WOL Washington and WEAM Arlington, Va., both serving the Washington area.

WWDC's accusation that the broadcast of race results constitutes an unfair trade practice also draws a denial in the WGAY statement. "It would appear from the application for complaint," says the statement, "that WWDC has scruples which prevent it from engaging in similar activities at this time. However, Petitioner is advised that prior to July 1946, WWDC broadcast horse race results in a manner similar to that now employed by WGAY, WOL and WEAM."

In WWDC's application for FM facilities, questions were raised regarding its "general program service and policies," and a proposed decision was announced denying WWDC an FM station. The station subsequently revised its program policies and received a grant [BROADCASTING, Aug. 19, 1946]. But according to WGAY, WWDC's policy changes "were not dictated by the FCC but were based upon the voluntary act of WWDC. Any inference that horse racing results were abandoned because of an FCC decision," says WGAY, "is not in accordance with the facts."

Cites FCC

Attention of the FTC is called to the "public interest, convenience, and necessity" section of the Communications Act of 1934 by which the FCC determines whether a station's license shall be renewed. In line with this, the statement cites the FCC decision of June 24, 1947, involving application for FM facilities by WMEX Boston [BROADCASTING, June 30].

In this case, the programming of WMEX was considered in detail, particularly the sports broadcasts and horse racing programs.

According to WGAY, however, the Commission in its conclusions "based its decision solely on the ground that WMEX was not financially qualified to operate the proposed facility."

Thus, contends the statement, "the Commission has not determined that the broadcasting of horse racing results violates the public interest standard of the Communications Act. On the contrary, the inference can be drawn that the broadcasting of these results is not forbidden since in the WMEX case no reference was made to such programs in the conclusions."

Actually, the final FCC decision did not make reference to program policies, but the earlier proposed decision added that "a second and separate ground for our proposed denial . . . arises from the program proposals of this applicant."

'Sole Judge'

Also cited by WGAY is Section 326 of the 1934 Communications Act. By this, says the statement, "Congress intended that (1) the licensee of radio facilities should be the *sole* judge of which particular programs should be broadcast and (2) that it was not deemed advisable to confer upon a governmental agency the right of censorship."

Neither the Federal Trade Commission Act of 1914 nor any other basic act, contends WGAY, confers any greater power upon the FTC than has been given by Congress to the FCC.

The statement then warns the FTC against taking jurisdiction in the matter, contending that such action "would be a dangerous precedent since a logical extension of this philosophy would give the FTC the right to examine the content of every program produced over the air."

Tennis Match Telecasts Sponsored By U. S. Rubber

U. S. RUBBER Co., Akron, O., on Aug. 9-10 will sponsor the telecasts of the semi-finals and finals of the Eastern Grass Court Tennis Championships direct from the Orange Lawn Tennis Club, South Orange, N. J., on WABD New York and WTTG Washington, DuMont video stations.

In televising these matches, U. S. Rubber said that a new type of Image Orthicon camera which produces greatly improved pictures and provides better photo coverage will be used for the first time. The new camera has four lenses mounted in a turret which enable the operator to switch instantaneously from over-all shots of quick close-ups without loss of picture sequence. U. S. Rubber agency is Campbell-Ewald, New York.

IT WAS GOOD NEWS for Washington television set owners when this group got together. Making final arrangements for sponsorship of all home football games of Georgetown U. and George Washington U. from Griffith Stadium over WMAL and WMAL-TV are (l to r, seated): Joseph M. Zamoiski, sales manager of Columbia Wholesalers of Washington, sponsor, and Alvin Ehrlich, of Kal, Ehrlich & Merrick, Washington agency handling the account. Standing (l to r), Sam Cook Digges, of WMAL sales staff; Kenneth Berkeley, WMAL, WMAL-TV general manager; Ben Baylor, WMAL sales manager.

At Deadline ...

REVERSALS BY FCC IN PROPOSED GRANTS

FCC REVERSED its proposed grants in two final decisions issued Friday in AM hearing cases.

WJPS Inc. received grant for 1330 kc with 5 kw day and 1 kw night at Evansville, Ind., in preference to Tri-State Broadcasting Corp., originally proposed grantee [BROADCASTING, April 7]. Fact that Frank E. McKinney, ABC Vice President Robert H. Hinckley and other Tri-State stockholders have interests in three other Indiana outlets was one reason for preference for WJPS. Another: Stockholder Hinckley's network position. WJPS owned by Robert S. Davis and J. Porter Smith, WGRC Louisville stockholders, and Jesse L. Kennard, oil producer. Chairman Denny and Comr. Jett voted for grant to Tri-State.

Radio Fort Wayne was granted 1450 kc with 250 w fulltime at Fort Wayne, Ind., and Commentator Arthur S. Feldman's Community Broadcasting Corp., which won proposed grant [BROADCASTING, May 5], was given denial along with Song Evangelist Homer Rodeheaver, third applicant. Local ownership was major reason for preference of Radio Fort Wayne, owned equally by Merlin H. Smith, Charles A. Sprague, and Glenn R. Thayer. Station not to start till WGL Fort Wayne moves from 1450 to 1250 kc. Comrs. Durr and Hyde voted for grant to Community. Comr. Walker did not participate.

AM RENEWALS ANNOUNCED

REGULAR license renewals for 23 AM stations and temporary extensions for 13 announced by FCC Friday. Commission disclosed that renewals for KBIO Burley, Ida., and WGIL Galesburg, Ill., being held up for study of information requested relating to Communications Act's prohibition against transfers without FCC approval.

Renewals, all to Aug. 1, 1950: WHGB WHYN KFPW WFTL WDWS WLLH KNAK WINC KCOL KRLC KTMC KVGB WFOR WHAL WHUN WLCS KCLA WELL WMBC KIUN WIRA KMHL WWJ-Aux.

Temporary extensions, all to Oct. 1 this year, with reasons assigned by FCC: KIFI KLIZ WATL, pending receipt of information requested and further accounting study; KKIN WGNH KGKL, pending study of applications filed in July; KRE, pending further engineering study; KBIO WGIL KTRC KFVD WELM, pending study or receipt of information requested; WCTT, pending receipt of renewal application.

PROPOSED UTAH STATIONS

PROPOSED GRANTS for two new Utah stations announced Friday by FCC. In one case Commission proposed (1) to authorize Lester R. Taylor, Provo businessman trading as Mid-Utah Broadcasting Co., to use 1450 kc with 250 w fulltime at Provo, and (2) to deny request of Dan B. Shields, trading as Utah Valley Broadcasting, for same facilities. In second case, FCC anticipated (1) grant to United Broadcasting Co., headed by Arch G. Webb, for Ogden operation on 1490 kc with 250 w fulltime, and (2) denial of Ogden Broadcasting's application for identical assignment. Comr. Durr did not participate in decisions.

SEVEN NEW AM STATIONS RECEIVE FCC AUTHORIZATION

GRANTS for seven new AM stations, including seventh outlet for Atlanta, announced by FCC Friday:

Radio Atlanta Inc., Atlanta: 860 kc, 1 kw, day only. On condition that Roby Robinson divest himself of interest in WCON Atlanta or sever connection with Radio Atlanta.

KJAN Broadcasting Co., Opelousas, La.: 910 kc, 1 kw fulltime, DA night.

Michael J. Mintern as Overseer of Christian Catholic Church, Zion, Ill.: 820 kc, 5 kw, limited time, operating from 11 a.m. to 1 p.m., and 2-5 p.m. Sundays, sharing with WAIT Chicago. (WAIT was granted license renewal and license modification to change hours from limited to Dallas sunset, to limited to Dallas sunset except hours used by new Zion operation.) Comr. Walker voted for hearing on associated applications.

Southwestern Broadcasting Co., North Little Rock, Ark.: 1050 kc, 1 kw, day only.

Nolan Hallowell & James E. McKahan doing business as Home Appliance Store, Susanville, Calif.: 1240 kc, 250 w, fulltime.

Raymond L. Prescott Jr. & Henry L. Wilson doing business as Tri Cities Broadcasting Co., Tullahoma, Tenn.: 740 kc, 250 w, day only.

Columbia Basin Broadcasting Co., Ephrata, Wash.: 730 kc, 250 w, day only.

5 NEW FM CONDITIONALS AUTHORIZED BY FCC

CONDITIONAL GRANTS for five new FM stations and CP for noncommercial FM operation announced by FCC Friday. Iowa State College's WOI Ames received noncommercial permit. Conditional grants went to KBOA Kennett, Mo. for Class A station (proposed assignment 92.1 mc), and to following for Class B: WRHI Rock Hill, S. C. (in lieu of Class A previously granted); Mercantile Broadcasting Co., Miami Beach; Helm Coal Co., York, Pa.; Earl C. Hankamer, Houston.

FCC proposed assignment of 92.7 mc to Copley Press at Joliet, Ill., previous grantee. It granted Macon (Ga.) Telegraph Publishing Co.'s request to vacate previously issued grant since Telegraph has acquired 16% in WNEX Macon, Class B permittee. Application of Suffolk Broadcasting Corp., Coram, N. Y., for Class B in lieu of previously authorized Class A station was set for hearing.

AM FACILITIES GRANTED

GRANTS for improved facilities for four existing AM stations announced by FCC Friday: WAGE Syracuse given conditional grant to increase power on 620 kc from 5 kw day and 1 kw night to 5 kw fulltime, DA night; WMBD Peoria granted similar increase on 1470 kc; KGFJ Los Angeles authorized to increase from 100 to 250 w on 1230 kc, using increased power only when KPPC Pasadena not operating; WBUY Lexington, N. C., authorized to change from 1190 to 1450 kc and operate fulltime instead of day only (250 w).

AMERICAN TOBACCO TV

AMERICAN TOBACCO Co., New York making television debut this fall as sponsor of 10 telecasts of East Coast college football games on WNBT New York and seven midwestern games on WBKB Chicago. Also planning visual spot campaign, reputedly to go on every commercial video station in country. Agency is N. W. Ayer & Son. Still unsettled is prospect of tieing in WNBW Washington for eastern games. Spot campaign placed by Foote, Cone & Belding, American's regular agency.

WORD SPARTANBURG UNDER NEW OPERATION

SPARTAN RADIOCASTING Co., headed by Walter J. Brown, president and general manager, Friday took over ownership and operation of WORD Spartanburg, S. C., following FCC approval last month [BROADCASTING, July 14]. Other stockholders are *Spartanburg Herald-Journal* and James F. Byrnes, former Secretary of State. Mr. Brown, Phil Buchheit, *Herald-Journal* publisher, and D. S. Burnside comprise Board of Directors. New station manager is J. W. Kirkpatrick, former assistant general manager of WSPA Spartanburg and more recently with WTNT Augusta.

Purchase price was $85,000 plus $25,000 for FM equipment. J. M. Bryan, first vice president, Jefferson Standard Life Insurance Co., and former WORD owner with Smith Davis, was in Spartanburg to complete transaction.

DELEGATES TO HEAR FM

FM demonstration to be staged Wednesday night at telecommunications conference in Atlantic City for foreign delegates at request of U. S. delegation. In charge will be C. M. Jansky Jr., consultant, and Dr. Edwin H. Armstrong, FM inventor. Program from Alpine, N. J., to be fed to WBAB-FM Atlantic City and picked up at Ambassador Hotel, 8:30 p.m. Similar demonstration to be staged at NAB convention in September.

WORLD NETWORK SESSION

WORLD radio network proposals will be examined by committee of experts meeting soon in Paris. Lloyd Free, special assistant to director of Office of Information & Cultural Affairs to represent United States.

Closed Circuit

(Continued from page 4)

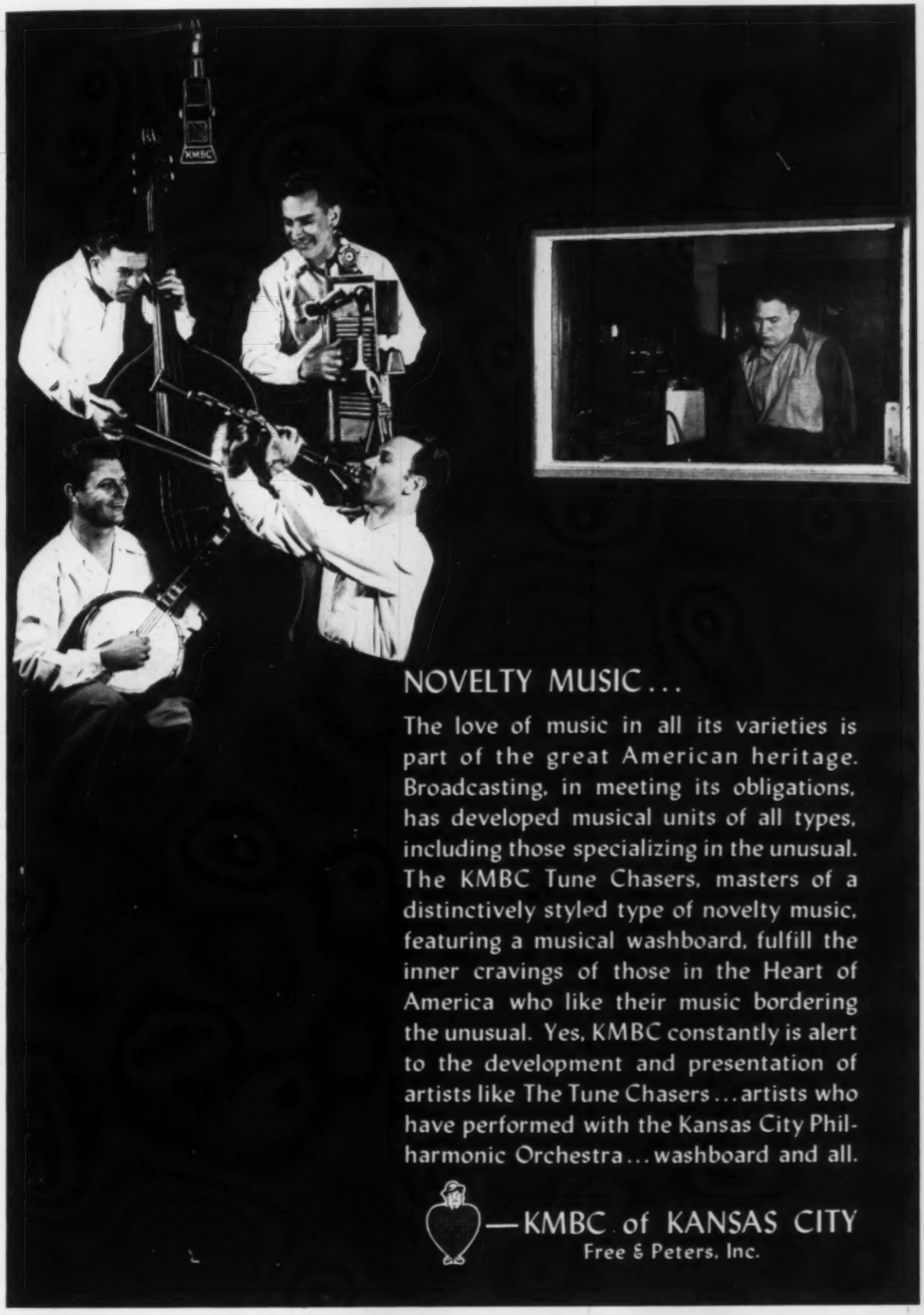
nomenclature for governmental operations contends Commission cannot be divided into divisions but should be separated into sections.

NAB'S Atlantic City Conventioners destined to get more than bargained for Convention week Sept. 15. International Telecommunications Conferences which began in mid-May were to be terminated by about Sept. 1. It's now practically certain sessions will overlap NAB Convention week. Thus, in addition to expected 3,000 NABers, there will be practically quorum of FCC, and some 800 of world's communications experts representing 71 nations on hand.

WIDELY REPORTED but devoid of official confirmation are reports that: (1) George Biggar shortly will resign as general manager of WIBC, *Indianapolis News*-owned Mutual outlet; and (2) acceptance of post by Ken Church, general manager of WCKY Cincinnati.

SMITH DAVIS, head of Smith Davis Corp., newspaper and radio finance operation, will get *Fortune* biographical treatment in upcoming issue as David Harum of radiodom and newspaperdom, having swung more sales transactions than any other individual.

COMPENDIUM of statements by leading industry elements at recent White Bill hearings now in works. Understood cost of publication will be shared by networks and NAB, with networks underwriting cost of publication and NAB handling distribution of document.



NOVELTY MUSIC...

The love of music in all its varieties is part of the great American heritage. Broadcasting, in meeting its obligations, has developed musical units of all types, including those specializing in the unusual. The KMBC Tune Chasers, masters of a distinctively styled type of novelty music, featuring a musical washboard, fulfill the inner cravings of those in the Heart of America who like their music bordering the unusual. Yes, KMBC constantly is alert to the development and presentation of artists like The Tune Chasers... artists who have performed with the Kansas City Philharmonic Orchestra... washboard and all.

—KMBC of KANSAS CITY
Free & Peters, Inc.